DECEMBER 1, 1958 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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All radio-tv unions may wind up in one fold Page 39

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OKLAHOMA CITY'S ONLY 50,000 WATT RADIO STATION IS NOW A STORZ STATION

Watch Storz Station proven *programming* team up with 50,000 watt (clear channel) *coverage* to create the big, bright new radio buy in America's *48th market.* Talk to KOMA General Manager Jack Sampson.

THE NEW

K O M A

50,000 WATTS
clear channel
Oklahoma City

one of the STORZ STATIONS WDGY, Minneapolis-St. Paul | WHB, Kansas City | KOMA, Oklahoma City | WTIX, New Orleans | WQAM, Miami

Todd Storz, President. Home Office, Omaha • WDGY, WHB, WQAM represented by John Blair & Co. WTIX represented by Adam Young Inc.

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

NO. 9 IN A SERIES TITANIUM

Pacemaker of progress is the Titanium Metals Corporation of America. Its Toronto, Ohio, plant—in the WTRF-TV area—is the world's first plant designed and instrumented specifically for rolling and forging Titanium mill shapes such as alloy sheets, plates and billets. The hundreds of highly skilled employees of TMCA at Toronto are more reasons why the WTRF-TV market is a *super* market for alert advertisers . . . a market of 425,196 TV homes, where 2 million people have a spendable income of $2½ billion annually.

• Titanium is the 20th Century metal that is stronger than aluminum, lighter than steel, and will withstand temperatures in excess of 800°; it is resistant to salt water, and practically immune to nitric acids, moist chlorine and most chemicals. Titanium is a vital metal in the planes, rockets and missiles program.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

Reaching a market that's reaching new importance

CHANNEL

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CHANNEL

Among twelve Olivetti
figure-work machines and five
Olivetti typewriters there is
probably at least one that can
help total up the profits when
you run your television
advertising on KPRC-TV
in Houston, Texas
NBC
Edward Petry & Co., National Representatives
"With apologies to the
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NBC
Edward Petry & Co., National Representatives
"With apologies to the
Olivetti Corporation of America"

KCRA·TV NEWS

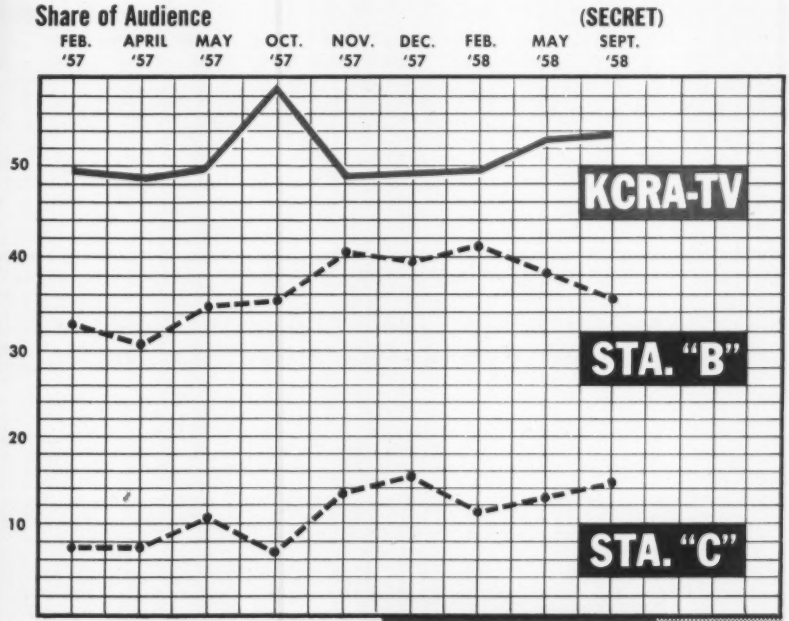
CHANNEL 3, NBC — **SACRAMENTO, CALIFORNIA**

THE SECRET IS OUT!

Sacramento First ARB Secret Week Report:

KCRA-TV SHARE OF AUDIENCE REACHES 53.5%

STATION "B" 35.8%, STATION "C" 14.1%



Note: Oct. '57 Station "C" not on full power. Sacramento ARB figures.

SENATOR IS PLEASED

The Senator is happy that the first secret-week report—taken without the benefit of special programming or promotion—tells the same story of overwhelming viewer preference for KCRA-TV.

In fact, the *secret* week improved upon results of recent *known* ARB rating weeks: KCRA-TV has 49% more viewers than Station 'B,' sign on to sign off, seven days a week.

FLASH! October Report

ARB SECRET WEEK OCT. '58

Share of Audience

KCRA-TV	51.2
Sta. 'B'	37.7
Sta. 'C'	11.9

KCRA-TV is represented nationally by the EDWARD PETRY COMPANY who will be glad to furnish further information on availabilities and the Secret Survey.

KCRA·TV

Howard J. Smiley, Asst. Gen. Mgr.
Robert E. Kelly, Station Manager
SACRAMENTO, CALIFORNIA
BASIC NBC AFFILIATE

CLEAR 3 CHANNEL

For Action at Lowest Cost

86%* of CBS Commercial Time is ordered on

WTHI-TV TERRE HAUTE INDIANA

Channel 10

WTHI-TV

CBS • ABC

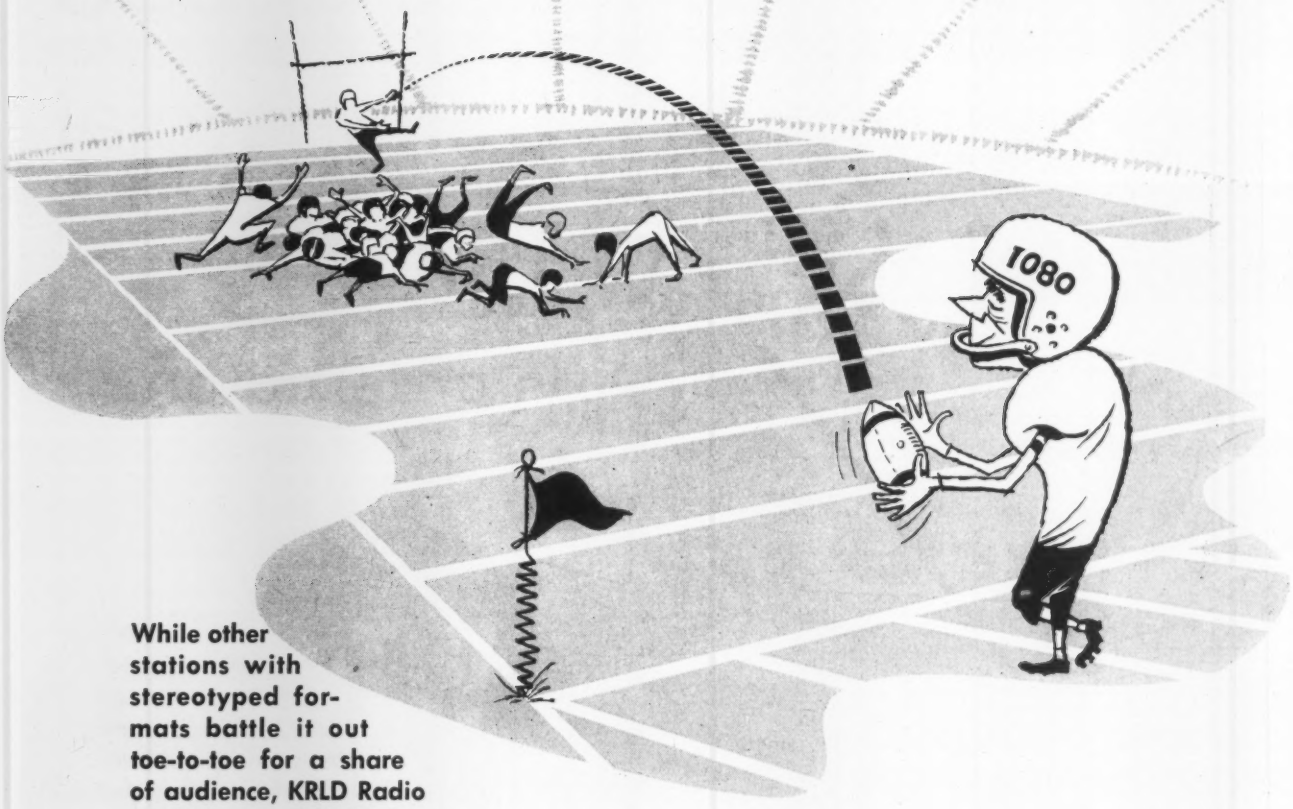
*Basis: 1958 Fall Schedule

Bolling Co., New York • Chicago • Dallas • Los Angeles • San Francisco • Boston

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

it's easier to SCORE...

on an open field



While other stations with stereotyped formats battle it out toe-to-toe for a share of audience, KRLD Radio continues to SCORE in an OPEN FIELD through audience preferred VARIETY PROGRAMMING — a tremendously important audience field, and a field it dominates almost exclusively. . . . With a 'round-the-clock schedule of excellent music, news, drama, sports, farm and big-name personality programming, CBS network shows and local programs, KRLD dominates with the BIG SCORE — the audience with the BUYING POWER. . . . While others split their audience approximately 50 different ways — (50 primarily record-playing stations operating in the KRLD coverage area) — no wonder more listeners are tuned to KRLD Radio than any other one station in Texas — (NCS #2, 1958). Check with KRLD or your Branham Company man and SCORE in the KRLD wide-open field — the field that's not cluttered up with interference — a broad field stretching across Texas where an advertiser's dollar goes farther and reaps greater results.

KRLD

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER

THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, *Chairman of the Board* — Clyde W. Rembert, *President*

closed circuit.

MUST-BUY OUT • CBS-TV affiliates were thrown in tizzy by network's closed-circuit announcement Thanksgiving Eve that effective March 1 network would go to "minimum buy" base in lieu of "must-buy" which would have effect of shifting basic network buy from minimum specified stations to minimum dollars or unspecified stations. Must-buy, along with option time, was condemned in Barrow Network Study Report, now before FCC. ABC-TV uses "minimum buy" dollar base. CBS-TV affiliate spokesmen at Barrow hearing supported must-buy on ground that it gives affiliates in smaller markets opportunity to pitch for business.

•

Hassle over option time report by FCC Network Study staff (page 71) has one commissioner thinking aloud—along these lines: "Be damned if I'll be a party to ripping up industry. That's not to say nothing should be done about option time. Maybe deleting half-hour at night to allow for local, non-network programming . . . but by God, that's all!"

•

BOUNDARY DISPUTE • Clarification of areas of responsibility between NAB and Radio Advertising Bureau was purpose of hitherto unreported session in New York, Friday, Nov. 21, of elected officials of both groups with their paid executive heads—Harold E. Fellows, president, and John F. Meagher, radio vice president, of NAB and Kevin B. Sweeney, president of RAB. Triggering session was exclusion by U. S. Census Bureau of radio count in 1960 census. Also debated was RAB's practice of holding its own regional meetings rather than participating in NAB area sessions. Session, described as harmonious, also cited fact that many radio stations belong to one organization and not other, prompting demands for service foreign from each.

•

While Television Bureau of Advertising was not directly involved in unprecedented session, broadcast executives did suggest there should be greater liaison among all three organizations, each operating with approximately $1 million annual budget. Present, aside from paid executives, were following broadcasters serving on NAB and RAB boards, or both: Kenyon Brown, KCOP-TV Los Angeles, who also owns several radio stations; Arthur Hull Hayes, president, CBS Radio; John S. Hayes, president, Washington Post Broadcast division (WTOP-AM-TV Washington, WJXT (TV) Jacksonville); Alex Keese, WFAA-AM-TV Dallas; Allen M. Woodall, WDAK Columbus, Ga., and J. Frank Jarman, WDNC Durham.

•

PASADENA SALE • Contract for acquisition of KXLA Pasadena from Loyal K. King, president-general manager and chief owner, by Donald R. Cooke, national station representative, for $900,000 (minus net quick assets of about $250,000) has been negotiated, with transfer application probably to be filed with FCC this week. Purchaser is 1110 Broadcasting Co. (KXLA operates on 1110 kc with 10 kw but holds cp for 50 kw). Jack Kent Cooke, brother of Donald R. Cooke, negotiated transaction and holds seven year option to acquire stock. Jack Cooke is Canadian citizen and owner of CKEY Toronto, along with Toronto ball club and Frybrooke Ltd., magazine publishers, and would not exercise option unless he became U. S. citizen.

•

Plans of some tv broadcasters to put local musical programs into syndication via videotape have been brought up short by notice from Harry Fox, trustee and agent for major music publishers, that they will have to pay synchronization rights for all music they use. These rights, not covered by BMI or ASCAP public performance licenses, have no set scale but are matter for individual negotiation. Price suggested to one broadcaster-syndicator was $25 per song per station, or $125 per song for unlimited distribution.

•

YEAS AND NAYS • While rumblings of further defections continue in wake of WJR Detroit's decision to drop CBS Radio because of network's new "Program Consolidation Plan," officials are hoping for best—and apparently are getting some encouragement to do so. Of nine stations which voted against plan at convention (WJR was one), KFRE Fresno understand to have dispatched signed contract, and among eight which abstained from voting, WLAC Nashville and WFPG Atlantic City have signed, and WBRY Waterbury, Conn.; KOIN Portland; WBIG Greensboro, N. C., and WBEN Buffalo reportedly have indicated they'll go along. Other abstainers and dissenters not yet heard from, according to network sources, but they say such group owners as Storer, Corinthian and Meredith have indicated they'll accept.

•

It can now be told how CBS-TV arranged affiliation with ch. 3 WTIC-TV Hartford, television companion of WTIC-AM, one of NBC's oldest affiliates. When CBS decided to scrap its owned uhf in Hartford, WHCT on ch. 18, Frank Stanton, CBS president, phoned Paul W. Morency, WTIC president, to ask if Mr. Morency would see him that day. They met at Hartford airport. Deal was made so fast that Dr. Stanton flew back to New York on same commercial plane that had taken him to Hartford. Plane had been on ground only long enough to unload, load and prepare for takeoff.

•

NETWORK BOOST • Decision of Todd Storz, one of nation's top independent radio operators, to affiliate KOMA Oklahoma City with NBC Radio (see page 69) is being hailed—even at rival networks. Said one non-NBC network official: "This strikes me as one of the most significant developments in a long time. It gives network radio important recognition from an important spokesman for a concept—independent operation—that has seemed almost uniformly hostile to network radio in the past. It's a good thing for networks and I'm glad it happened, even though it didn't happen to us." Conversely, report is current that Hearst-owned WBAL Baltimore may go independent by first of year, after affiliation with NBC from start.

•

FCC general counsel's office prepared to give Commission an opinion this week on whether and how it should handle Pittsburgh ch. 4 case—now that House Legislative Oversight Committee has spread bribe charges far and wide. Best bet is that staff will urge Commission to investigate—as it has in all ex parte *cases publicized on Capitol Hill before.*

•

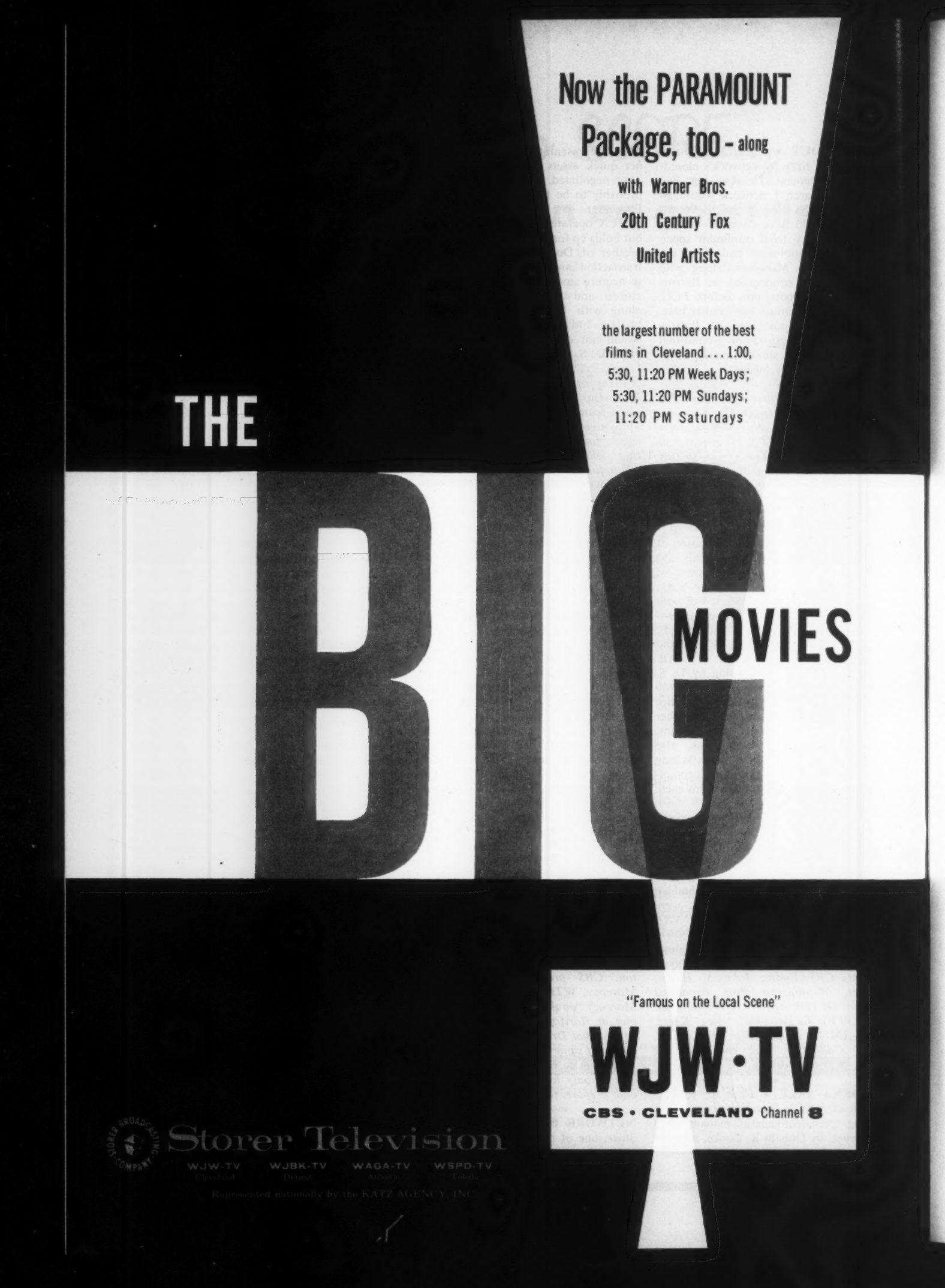
ADVICE WANTED • If broadcasters have any ideas on how radio spectrum should be managed or administered, they should send them to Telecommunications Advisory Committee, c/o Office of Civilian & Defense Mobilization, Washington 25, D. C. That is retort of one member of committee who bridled at reports broadcasters are uneasy because they aren't represented on committee. Committee is looking for ideas from all segments of telecommunications industry, he emphasized.

•

FCC's "overemphasis" on broadcasting has caught eye of President's Telecommunications Advisory Committee, appointed two weeks ago to recommend clean up of radio spectrum management and administration [GOVERNMENT, *Nov. 24*]. *Interest became apparent when committee discovered that out of about 65 items on last week's FCC agenda, 60 were on broadcast matters.*

•

CBS TO ABC • Look for announcement soon that *Peter and Mary* show, starring Peter Lind Hayes and Mary Healy, is moving—with sponsorship by A. E. Staley Mfg. Co. intact—from CBS Radio to ABC Radio. Negotiations have been in progress several months, stemming to considerable extent from fact that since *Peter Lind Hayes Show*, with Miss Healy as frequent guest, started on ABC-TV (Mon.-Fri., 11:30 a.m. to 12:30 p.m.) they've been in competition with themselves. Radio show, now on 12:05-15 p.m. Monday through Friday, is slated to move to 10-10:30 a.m., also across board, upon transfer to ABC Radio in January. Agency for Staley (starches, syrups) is Erwin Wasey, Ruthrauff & Ryan, New York.


Now the PARAMOUNT
Package, too - along
with Warner Bros.
20th Century Fox
United Artists
the largest number of the best
films in Cleveland . . . 1:00,
5:30, 11:20 PM Week Days;
5:30, 11:20 PM Sundays;
11:20 PM Saturdays
THE
BIG
MOVIES
"Famous on the Local Scene"
WJW·TV
CBS · CLEVELAND Channel 8
Storer Broadcasting Company
Storer Television
WJW-TV Cleveland
WJBK-TV Detroit
WAGA-TV Atlanta
WSPD-TV Toledo
Represented nationally by the KATZ AGENCY, INC.

THE WEEK IN BRIEF

One Big Talent Union for Radio-Tv—That's a strong possibility as Screen Actors Guild votes for study of merger with American Federation of Television-Radio Artists. Door also open to other unions. Proponents cite rise of television and the videotape issue as factors that dictate feasibility of such an action. Page **39.**

Who's on Top in Big Tv Agencies—NBC-TV's Don Durgin says that in many of the larger tv agencies it's the tv program department as contrasted to the media department which now tends to carry more weight in buying decisions. Page **41.**

Report on Spot Tv's Big Spenders—Here's third quarter breakdown of leading 100 such advertisers plus breakdown of the buying by product classification. Page **42.**

Devilish Approach to a Commercial—Animations created by Andre Sarrut, "France's Walt Disney," utilize backstage of "Faust" to promote Solar Therm. Page **43.**

Tv-Minded Mennen—This fast-growing toiletries enterprise chooses television as the dominant medium to help sell the baby, men's and youth market. Page **44.**

'Fortune' Misfortune — Television leaders counterattack against magazine's report on tv, charging bias and misrepresentation. ABC-TV disagrees with claim that *Fortune* was out to axe networks, but says piece was "brilliant distortion" and "clearly out of focus" nonetheless. Page **47.**

Busting the Blockbuster—American Research Bureau revamps reports designed to prevent tv stations from inflating their ARB ratings by use of big-name movie films when surveys are being made. Page **50.**

Eastern Grounded—Its planes strike-bound, stations also strike Eastern's air copy in refusing to carry "controversial" explanation of airline's position. Page **52.**

Taste, Misused Ratings & Politics—Comments on limitations of an agency's role are given frankly by two top agency executives on local night show in New York. Page **56.**

No Five O'Clock Shadow for Revlon—Giant cosmetics firm acquires working control of Schick Inc. by purchasing 20% of shaver firm's outstanding shares for estimated $3.1 million. No immediate merger is planned though Revlon now will run company, dictate its advertising strategy. Page **58.**

Tv Program Quality—Sales Executives Club of New York hears advertiser-agency panel drop responsibility on network doorstep, then accept partial blame for consenting to costs and practices which dilute tv effectiveness as an advertising medium. Page **64.**

Independent to Network and Vice Versa—Storz affiliates KOMA Oklahoma City with NBC Radio as WKY goes independent, as station and NBC sever 30-year affiliation by mutual consent. Page **69.**

Tension, Dissension on Network Study—Commission tense as it gives once-over to proposed draft of network study staff on option time. Charges fly (internally) that proposal includes judgments leading to inference option time must go. Proposed findings due to be submitted to Justice Dept. and some commissioners heatedly insist nothing in report gives Justice Dept. peg on which to hang antitrust opinion; let Attorney General make his own judgment, is feeling. Page **71.**

FCC Uses Scalpel on Program Forms—Revised categories—and changed spot announcement listings—simplify and modernize paper work for broadcast stations. Comr. Craven hits program "censorship" in lengthy dissent. Page **72.**

FCC Off Grill—Legislative Oversight completes its public airing of FCC laundry; schedules Dec. 10 executive meeting to consider report. Three Pittsburgh ch. 4 witnesses recalled and repeat conflicting testimony given earlier. Page **74.**

Promotion Complaint—Federal Trade Commission charges New York promoter and four of his firms with "using misrepresentations" to sell advertising promotions to radio and tv stations. Page **81.**

Westinghouse's New Tv Reps—Multiple station owner sets up Television Advertising Representatives Inc., with Larry Israel at helm. Page **84.**

Tv Promotion Climbs Toward $1 Million—Early NAB figures show 72 member tv stations in U.S. have set aside more than $836,000 worth of time in which to run NAB-produced, animated tv film spots in 13-week campaign to tell viewers how tv has affected American life. Page **86.**

No Hard Liquor Ads in Arizona—At least that's the stand of the state broadcasters' association which terms its self-imposed taboo as being in the public interest. Page **86.**

Muse in the Market Place—Many television administrators are not ready to admit that their business is an art form, says Ernest P. Zobian, products vice president of the Vick Chemical Co. It's time, he suggests, for administrators to make room for artists and for tv to take some lessons from older art forms—the theatre's road-show tests, for instance. With videotape available, tv should start small-scale tape tryouts immediately, Mr. Zobian urges in MONDAY MEMO. Page **109.**

MR. ZOBIAN

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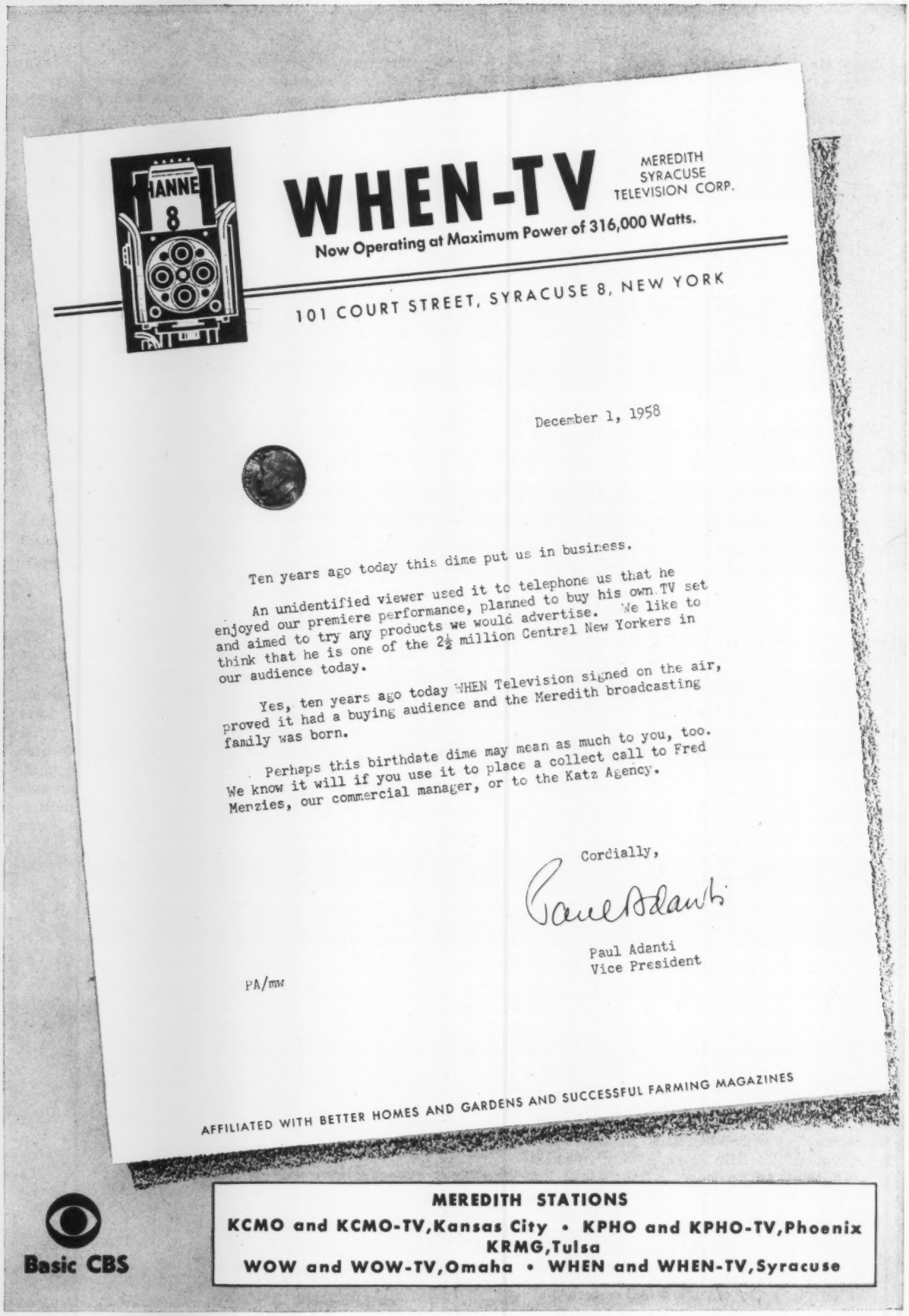
AUDITED PAID CIRCULATION ABC

BUSINESS PAPERS LEADERSHIP ABP


CHANNEL 8
WHEN-TV
MEREDITH
SYRACUSE
TELEVISION CORP.
Now Operating at Maximum Power of 316,000 Watts.
101 COURT STREET, SYRACUSE 8, NEW YORK
December 1, 1958
Ten years ago today this dime put us in business.
An unidentified viewer used it to telephone us that he enjoyed our premiere performance, planned to buy his own TV set and aimed to try any products we would advertise. We like to think that he is one of the 2½ million Central New Yorkers in our audience today.
Yes, ten years ago today WHEN Television signed on the air, proved it had a buying audience and the Meredith broadcasting family was born.
Perhaps this birthdate dime may mean as much to you, too. We know it will if you use it to place a collect call to Fred Menzies, our commercial manager, or to the Katz Agency.
Cordially,
Paul Adanti
Vice President
PA/mw
AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES
Basic CBS
MEREDITH STATIONS
KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
KRMG, Tulsa
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

at deadline

Kluge Buying Paramount's 21% Of Metropolitan Broadcasting

Purchase of Paramount Pictures' 21.75% interest in Metropolitan Broadcasting Co. by multiple broadcaster John W. Kluge and associates reported in process of negotiation Friday. Financial consideration unavailable, but figure in neighborhood of $5 million has been mentioned. Transaction being handled through Washington brokerage firm of Jones, Kreeger & Hewitt, which in its own name owns 23.77% of Metropolitan.

Metropolitan stations are WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK Cleveland, Ohio. Mr. Kluge owns WGAY-AM-FM Silver Spring, Md. (suburb of Washington) which he is selling to Connie B. Gay [CHANGING HANDS, Nov. 10]; KNOK Fort Worth, Tex., and has interests in WILY Pittsburgh, Pa.; WKDA Nashville, Tenn.; WINE-AM-FM Buffalo, N.Y.; WLOF-TV Orlando, Fla., and WSRS-AM-FM Cleveland, Ohio.

Talks With 3 Independents Halt; L. A. AFTRA Walkout Imminent

Walkout of AFTRA members at Los Angeles' four non-network tv stations—KCOP (TV), KHJ-TV, KTLA (TV) and KTTV (TV), appeared imminent Friday after breakdown in negotiations with no more meetings set. Talks ended when AFTRA delegation rejected offer of station management of $30 a week increase for announcers (raising base to $182.50 per week) provided off-camera announcements are included without extra fees.

On-camera announcements would continue to carry special fees under management proposal. Station operators feel offer of "more pay for more work" both fair and adequate, state average earnings of announcers at the independent stations run $15,000 to $25,000 annually, appreciably better than $12,000 per year average of network announcers in Los Angeles. Union claims elimination of off-camera fees would reduce earnings of announcers by more than $100 weekly.

Two Stations Sold; NTA Control Purchased by National Theatres

Station sales announced Friday, all subject to FCC approval:

WFRP Savannah, Ga. • Sold by Georgia Broadcasting Co. to Fisher Broadcasting Co. for $87,500. John F. Pidcock is principal owner of Georgia Broadcasting and holds interest in WMGA Moultrie, Ga. Fisher Broadcasting is principally owned by Albert T. Fisher Jr., who recently sold interests in WPAL Charleston and WOIC Columbia, both S. C. WFRP is 250 w on 1230 kc with ABC affiliation. Transaction was handled by Blackburn & Co.

KWFR San Antonio, Tex. • Sold by Arthur R. Foster and associates to Vanguard Broadcasting Co., for $75,000. Vanguard stockholders are John H. Hicks Jr., Dallas manager for Paul Raymer Co., national station representative, and Jules H. Fine, Dallas businessman. KWFR is 1 kw daytime on 1260 kc. Broker was Hamilton, Stubblefield, Twining & Assoc.

National Theatres Inc. (theatre chain, owner of WDAF-AM-TV Kansas City) filed application with FCC Friday for purchase, through stock transaction, of about 15% of National Telefilm Assoc. Inc., owner of WNTA-AM-FM-TV Newark, N. J., and KMSP-TV Minneapolis-St. Paul, from Ely A. Landau, Oliver A. Unger and Harold Goldman [FILM, Nov. 17].

NT said deal would give firm "working control" of NTA, since Landau group holds main offices and represents four of seven directors on NTA board. There are some 2,400 other stockholders. After transaction is approved, NT said, it intends in 3-6 months following to increase its equity in NTA by offers to other NTA stockholders.

Comr. Hyde Defends Proposed Revision in FCC Program Forms

FCC Comr. Rosel H. Hyde termed Commission's program forms best means of determining whether broadcast licensees operate in public interest. In apparent answer to dissent by Comr. T. A. M. Craven to proposed program form revisions (page 72), Comr. Hyde said Commission must have basis for determining applicant for broadcast license will serve public interest, convenience and necessity. And, he added, same goes at renewal time.

Comr. Hyde also called for support in securing Senate ratification of 1950 North American Regional Broadcasting Agreement and 1957 U.S.-Mexico Agreement. Further delay, he said, "can but worsen an already difficult situation for our rural areas." Mr. Hyde's speech was scheduled to be given Saturday, Nov. 29 (not Nov. 23 as erroneously reported last week [AT DEADLINE, Nov. 24].

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 41.

FEMALE KEGLERS • Brunswick-Balke-Collender Corp. (bowling equipment), Chicago, in move to capitalize on growing interest of women in bowling, understood to have signed for alternate week sponsorship of filmed series on bowling featuring outstanding women performers over NBC-TV, starting Dec. 13 (5-5:30 p.m.). Sponsorship set through mid-April for untitled series. Agency: McCann-Erickson, Chicago.

BABBITT TAKES YEAR • B. T. Babbitt, N. Y., for Bab-O Cleanser, understood to be lining up 52-week schedules effective Jan. 1. Markets are undetermined but it's learned campaign will entail 6-12 spots a week. Agency: Brown & Butcher Inc., N. Y.

KM&J, D&C Combine Facilities In N. Y., Chicago, Los Angeles

Keyes, Madden & Jones, Chicago, and Donahue & Coe Inc., New York, are announcing today (Dec. 1) agreement under which two agencies will combine facilities in New York, Chicago and Los Angeles "in order to expand services to list of national advertisers with total billings of $150 million." It was stressed that arrangement, effective Jan. 1, 1959, does not constitute merger of two agencies.

E. J. Churchill, president of D&C, and Freeman Keyes, chairman of board of KM&J, said agreement enables each agency to retain "individual identity and corporate structure" while "achieving maximum advantages of their total facilities." Under arrangement, Keyes, Madden & Jones in Chicago will continue to service its accounts and also assume responsibility for accounts presently serviced out of D&C's Chicago office, including Norge, York and Presto. Similarly, D&C will service its own accounts in New York and Los Angeles, as well as those currently handled by KM&J in those offices.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 21-27 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Nov. 21	*Lineup* (10 p.m.)	CBS-TV	19.5
Sat., Nov. 22	*Perry Como* (8 p.m.)	NBC-TV	29.6
Sun., Nov. 23	*Loretta Young* (10 p.m.)	NBC-TV	27.4
Mon., Nov. 24	*Danny Thomas* (9 p.m.)	CBS-TV	24.6
Tues., Nov. 25	*Rifleman* (9 p.m.)	ABC-TV	25.1
Wed., Nov. 26	*This Is Your Life* (10 p.m.)	NBC-TV	26.1
Thurs., Nov. 27	*New York Thanksgiving Day Parade* (11 a.m.)	NBC-TV	27.7

at deadline

Multiple Owner Not Foreclosed Court Says in Upholding Grant

How far FCC can go in favoring applicant with existing broadcast properties over newcomer in light of diversification of communications media and anti-monopoly policies of Commission was spelled out last week by U. S. Court of Appeals in Washington.

Three judge court, by split vote, upheld FCC's 1956 grant of Knoxville, Tenn., ch. 10 to WBIR Inc. Denied was appeal by Tennessee Television Inc., one of two unsuccessful applicants in three-year-old case. Other was Scripps-Howard Radio Inc. (WNOX Knoxville). WBIR-TV Knoxville has been operating since August 1956, with CBS affiliation.

Tennessee Tv, comprising local businessmen headed by Guilford Glazer, claimed FCC preferences for WBIR in experience, past performance and programming plans were based on multiple ownership. WBIR is owned by Gilmore N. Nunn and associates and 30% by Taft family (WKRC-AM-TV Cincinnati, Ohio).

Circuit Judge Charles Fahy, for himself and Judge Warren E. Burger, said that choice of WBIR "does not rest simply upon its strength in matters that might be attributable to concentration of media of communicaion, but in good part upon the relative weakness of appellant in other respects."

Earlier Judge Fahy declared: "The diversification of media of communication that would result were the permit granted to appellant [Tennessee Television] does not on the record so clearly warrant selection of appellant in the public interest as to outweigh other public benefits of the award to intervenor [WBIR], at least to a degree that requires substitution of our judgment for that of the Commission."

Judge Fahy also said that modification of ch. 10 grant was not substantial enough to infer that it is "new" grant or "significantly" affected comparative qualifications of applicants. After securing grant, WBIR asked for and received permission to move transmitter site and studios in Knoxville.

Dissenting vigorously, Circuit Judge David L. Bazelon maintained that Commission has nullified diversification doctrine "by thus attributing to these by-products of concentration a greater degree of importance than it attributes to the traditional and antipodal preference for decentralization of ownership of the mass media of communication. . . ."

TvB Clinic to Spotlight Auto Tv

More than 100 advertiser and agency executives are expected to attend Television Bureau of Advertising's "automotion" cellomatic presentation tomorrow (Dec. 2) at Detroit's Statler Hilton Hotel. New presentation traces relationship between automotive industry and tv.

TvB President Norman E. Cash and National Sales Vice President John Sheehan also will introduce three auto dealers who will relate how tv works for them. They are John Spitzer, "World's Largest Dodge Dealer," from Elyria, Ohio; Dan Rohyans, one of top 10 Ford dealers in U.S., from Columbus, Ohio, and James Belcher, leading Delaware County (Pennsylvania) Buick dealer.

Demise of WSIZ Brings Protest From Douglas, Ga., Businessmen

Death of WSIZ Douglas, Ga., has brought formal complaint to FCC from local merchants and citizens. WSIZ ceased operation Nov. 14, asked FCC to cancel license and delete call letters because of financial difficulties. Telegram wired to FCC by local citizens protested close demise of WSIZ on grounds no prior notice was given to listeners and advertisers, station not offered for sale to local citizens and "station's vital part in unprecedented growth and industrial development of Douglas during the past year." Telegram was signed by 33 local businessmen.

Daytimer, on 1310 kc (with 1 kw), began operating in September 1957. Station is owned by Marshall W. Rowland and wife. Original grant was protested to no avail by WDMG Douglas on economic injury grounds.

In announcing closing in paid newspaper advertisement, Mr. Rowland stated that in his opinion there is no "reasonable" opportunity for second radio station in Douglas. Papers filed with FCC show that WDMG bought equipment and physical assets of WSIZ including $7,000 liability for about $30,000.

BACKFIRE IN MIAMI

Can anti-tv newspaper brochure backfire? Apparently that's what's happening in Miami where *News* (Cox paper) this week will rebut *Herald* (Knight paper) brochure that maintained *Herald* delivered 87% more customers per ad dollar than WTVJ (TV) Miami. *News* is slated to distribute to advertisers and agencies its own brochure stating that WTVJ "thoroughly and accurately" revealed "error" in *Herald* study when station recently fought paper's claim [PROGRAMS & PROMOTIONS, Nov. 24] that daily newspaper is not only "effective" medium "available" for advertisers and that tv is very important force.

Paradox: Cox and Knight principals each has 42.5% interest in Biscayne Television Corp. (WCKR and WCKT [TV] Miami).

PEOPLE

J. BLAN van URK, executive vice president and director, Calkins & Holden Inc., resignation announced effective Jan. 1, to open own advertising and public relations office.

JOHN P. JEFFERSON, 38, since 1955 assistant director of public affairs, CBS News, died following heart attack Thursday night (Nov. 27) at his home in Hartsdale, N. Y. Formerly with WGN Chicago, Mr. Jefferson joined CBS News in 1946 and served as correspondent during Korean conflict. Funeral services were to be held Saturday (Nov. 29) in Hartsdale.

Funeral services held Friday (Nov. 28) for **CHARLES F. WILLETT,** 65, chief engineer of WCFL Chicago, owned by local Federation of Labor. Mr. Willett, who died Tuesday in city's Wesley Memorial Hospital, had been with station 22 years and chief engineer since 1947.

GORDON BAIRD, formerly with Burke Dowling Adams, and **KENNETH V. HALL,** previously with Thos. J. Lipton Inc., to D'Arcy Adv. as account executives.

AFTRA, Networks Near Agreement

In New York, negotiators for American Federation of Television & Radio artists and radio-tv networks scheduled formal meeting Friday evening (Nov. 28) in effort to reach agreement on new contract. It is reported that parties have reached agreement largely on "money matters" but have to resolve "certain policy matter" (see story, page 89).

National Car Rental to Gardner

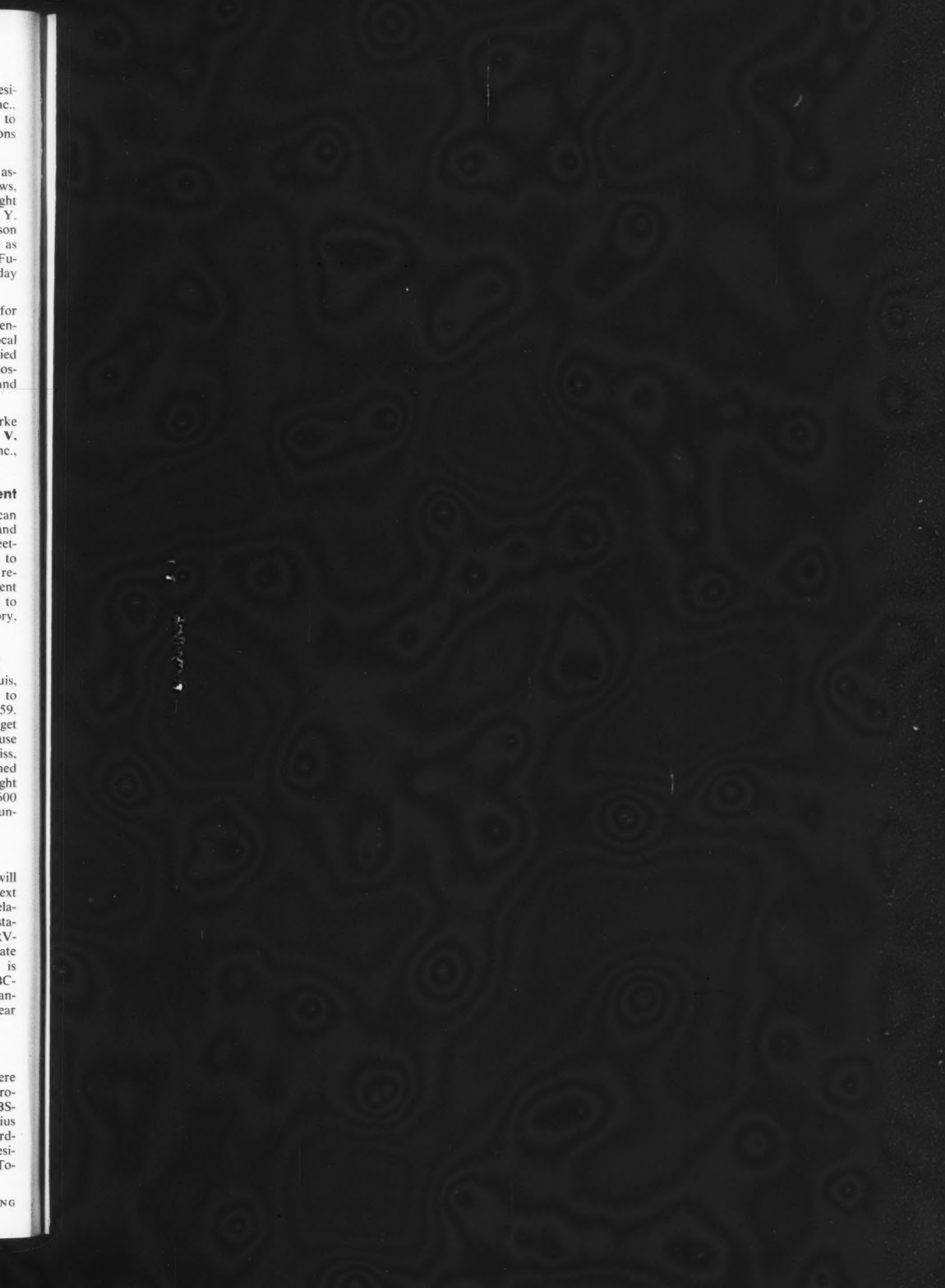
National Car Rentals System, St. Louis, appoints Gardner Adv. Co., same city, to handle advertising effective Jan. 1, 1959. Firm's annual national advertising budget runs approximately $500,000, including use of radio-tv. At agency, David P. Ferriss, vice president and board member, named account supervisor, and Frank MacKnight account executive. National maintains 600 offices in 49 states and 26 foreign countries.

WFRV-TV Switches to NBC

WFRV-TV (ch. 5) Green Bay, Wis., will become primary affiliate on NBC-TV next May 23, Harry Bannister, NBC station relations vice president, and Clayton Ewing, station president, announced Friday. WFRV-TV currently is ABC-TV primary affiliate and NBC-TV's outlet in that area is WMBV-TV Marinette, Wis. (ch. 11). ABC-TV spokesmen said they expected to announce new plans for that area in near future.

WTOL-TV Plans Dec. 5 Start

WTOL-TV Toledo, Ohio will premiere Friday Dec. 5 with hour-long special program. Operating on ch. 11, primary CBS-TV affiliate expects to cover 80-mile radius with 1,045-foot tower and 316 kw, according to Thomas S. Bretherton, vice president and general manager. WTOL-TV is Toledo's second tv station.



Yessir—our Pulse is stronger than ever!

YUP, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us *all over* our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show that WDAY-Radio gets—

More than TWICE as many listeners as the No. 2 station!

More listeners than the No. 2 and No. 3 stations COMBINED!

More than THREE times as many listeners as the No. 4 station!

Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

ALREADY BOUGHT

★ **BALLANTINE BEER**
21 Eastern Markets

★ **CITIES SERVICE OIL**
Grand Rapids-Kalamazoo

★ **ARMOUR & CO.**
7 Markets

★ **SOUTH CAROLINA ELECTRIC CO-OP**
Charleston, S. C.

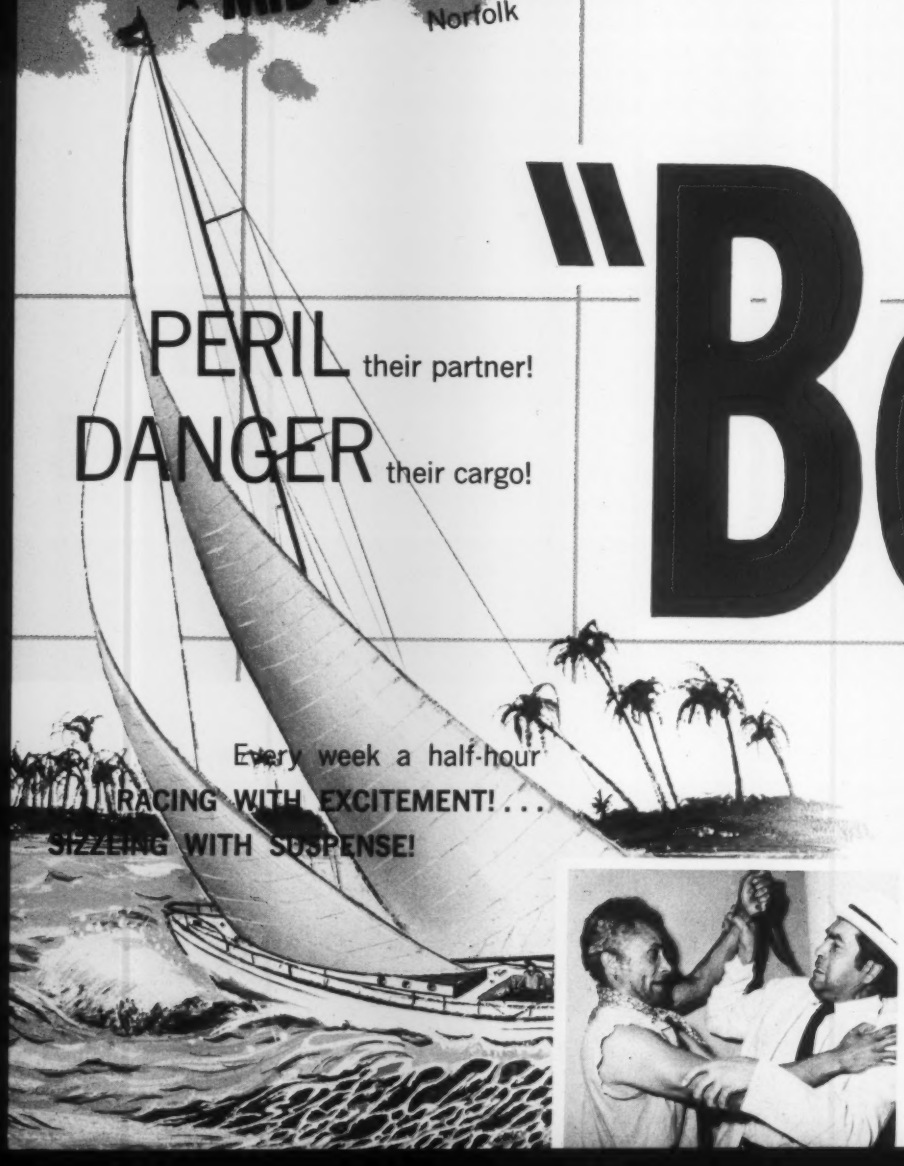
★ **HEILEMAN BEER**
Chicago and all of Wisconsin

★ **BURGER-PHILLIPS DEPARTMENT STORE**
Birmingham

★ **MIDWAY FURNITURE**
Norfolk

"Bold

PERIL their partner!
DANGER their cargo!



Every week a half-hour
RACING WITH EXCITEMENT! . . .
SIZZLING WITH SUSPENSE!

BOUGHT BY THESE FINE STATIONS:

WCBS-TV	New York City	WKY-TV	Oklahoma City
WTVJ-TV	Miami	WSM-TV	Nashville
KVII-TV	Amarillo	WDSU-TV	New Orleans
KID-TV	Idaho Falls	KBAK-TV	Bakersfield
KOLD-TV	Tucson	KVAR-TV	Phoenix
KGHL-TV	Billings	KPTV-TV	Portland, Ore.
WLOS-TV	Asheville, N. C.	KTUL-TV	Tulsa
WICU-TV	Erie, Pa.	WFGA-TV	Jacksonville
KTSM-TV	El Paso	KSL-TV	Salt Lake City
KOMO-TV	Seattle	WISN-TV	Milwaukee

. . . and many others

in over 92 markets!

From the Florida Keys to Trinidad . . . They find explosive action in every port of call.

Venture

ZIV'S NEW HIT SHOW STARRING

DANE CLARK

AND INTRODUCING

JOAN MARSHALL

ZIV Television

Now! 50,000 watts*

WAPI

Birmingham,
Alabama

*5,000 nighttime

Represented nationally by the
Henry I. Christal Co., Inc.

HALLMARK HALL OF FAME

Transplanting musical comedy from the theatre to television is a praiseworthy idea that has mostly failed in the execution. The stage-full of colorfully clad chorus boys and girls whirling in a gay and exciting dance routine overwhelms the audience with a barrage of color, motion and sound that is tremendously effective in the theatre but is pretty much lost on the 21-inch home screen, particularly the black-and-white screen which is still standard equipment in most homes.

"Kiss Me, Kate," the Nov. 20 presentation of *Hallmark of Fame* was the exception that proves the rule. Gay, rollicking and tuneful, it was 90 minutes of almost pure delight to ear and eye (even in monochrome). Chief credit, of course, goes to Sam and Bella Spewack's play-within-a-play adaptation of Shakespeare's "Taming of the Shrew" and to Cole Porter's gay words and music.

But the tv show would not have been the success it was without the expert touch of Producer-Director George Schaffer or the outstanding performances of the singing stars, Patricia Morison and Alfred Drake. They performed as ably for tv's closeups as they did onstage during the play's long run on Broadway, looking and acting their high-spirited roles to the hilt and singing with a clarity that delivered each clever word of Mr. Porter's lyrics as well as the beauty of his tunes to the audience at home.

Julie Wilson, as the soubrette, belted out her songs, particularly the provocative "True to You in My Fashion," as if she were trying to prove that decibels are stronger than sex. Harvey Lembeck and Jack Klugman won some laughs with their performances as a pair of gunmen. Bill Lawrence did the little he had to do very well and Paul McGrath was perfect as the stuffy cabinet member, in one hilarious scene with Mr. Drake and Miss Morison. Ernest Flatt's staging of the musical numbers left nothing to be desired.

Production costs: Approximately $210,000, plus release right charges.
Sponsored by Hallmork Cards through Foote, Cone & Belding; broadcast in color and black-and-white on NBC-TV, Nov. 20, 9-10:30 p.m.

THE RED SKELTON SHOW

The slapstick comedy of the silent movie days, when Charlie Chaplin, Ben Turpin and the Keystone Cops convulsed audiences with their rough-and-tumble antics, was brought back Tuesday (Nov. 25) in Red Skelton's Thanksgiving show. Except for an opening song-and-dance routine, the half-hour was done entirely in pantomime, with Art Gilmore, off camera, providing the verbal information that used to come from subtitles.

Red, it goes almost without saying, was great in the role of Freddy the Freeloader, a hungry derelict on the national feast day. His ingenious but fruitless attempts to obtain the price of a Thanksgiviing dinner were masterpieces of burlesque, topped only by Freddie's even more hilarious dilemma when fate hands him a series of turkey-and-trimmings repasts which he cannot refuse. Isobel Randolph, William Frawley, Henry Kelker, Ray Kellogg, James Burke, Dick Crockett, Dick Elliott and Ann Dore played their silent roles in appropriate low comedy fashion.

All in all, this was a fine holiday romp, provoking laughter more hearty than usually greets tv fare.

Production costs: Approximately $50,000.
Sponsored by Pet Milk Co. through Gardner Adv. Co., alternating with S. C. Johnson & Son through Foote, Cone & Belding, on CBS-TV, Tuesdays, 9:30-10 p.m. Started Sept. 23.
Producer: Cecil Barker; director: Seymour Burns; associate director: Howard Quinn; writers: Sherwood Schwartz, Jesse Goldstein, Dave O'Brien; conductor: David Rose.

RESTLESS GUN

It was bad enough for western posses to find citizens dead from one shot in the back, but when the victims resembled sieves, that was just "No Way to Kill," the title of the Nov. 24 episode of NBC-TV's *Restless Gun*.

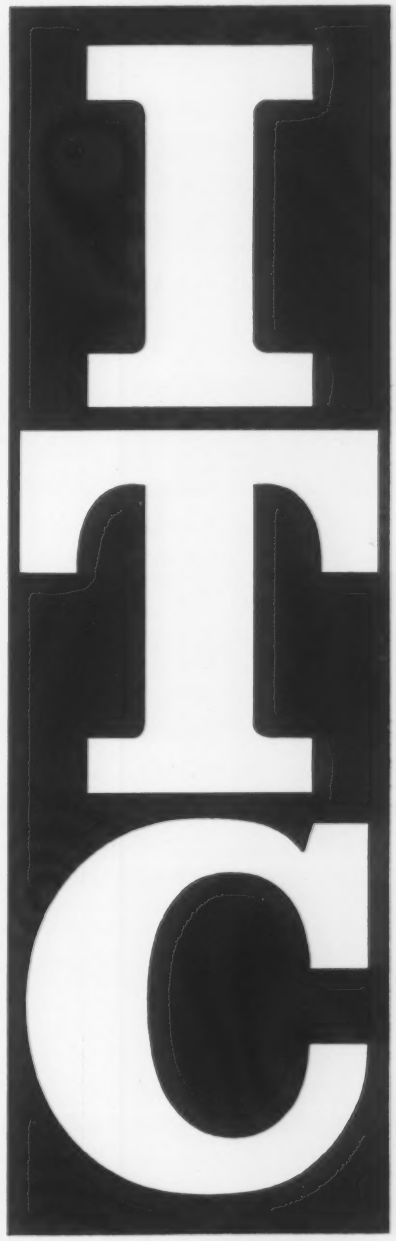
The psychotic killer of John Falvo's fast-paced script set out for revenge on the men who had caused him to lose his right arm during a gun battle eight years earlier. Now, he has escaped prison and returned to the scene of his capture. Quicker than you can say "Comb the hills, men," the villain, convincingly played by Henry Corden, has killed two men by blasting off their right arms. His vengeance still not complete, Lefty nabs as a hostage the young son of the Restless one's best friend, recently deceased. Child hostages are not generally acceptable devices in television, but in this case viewers are confident that John Payne will not only save the boy, but send the mad villain to his demise.

So much is predictable, but the hero's method is more remarkable. He comes up with a nifty psychological ruse that catches killer Corden flat-footed. Mr. Payne laughs when Corden tells him to hold out his right arm. Then he drops his jacket to reveal an empty right shirtsleeve. The trick works, and as the star makes a lightning draw from under his shirt, Corden falls from a single, clean shot.

Western addicts are tough hombres to please, but even the most calloused easy-chair cowboy must have been satisfied with this one.

Production costs: Approximately $37,000.
Sponsored by Procter & Gamble through Leo Burnett, and Sterling Drug through Dancer-Fitzgerald-Sample on NBC-TV Mon. 8-8:30 p.m. Started Sept. 22. Episode of Nov. 24, "No Way to Kill," written by John Falvo.
Executive producer: John Payne; producer: David Dortort; director: Edward Ludwig; assistant directors: Edward Ludwig and Dolph M. Zimmer; writers: various.

PLANS FOR YOUR FUTURE IN THE FIRST



QUARTERLY REPORT

On eight pages
starting page 31

12
57
60

We're switching signals in BUFFALO

On November 30, ABC Television will unleash the slickest, fastest-moving array of entertainment in TV today – over a brand-new affiliate in Buffalo! Now Station WKBW-TV (Channel 7) will be carrying the whole exciting line-up of ABC programs, from All-Star Golf to Zorro!

This hikes the number of ABC-TV's primary affiliates to 88 . . . with a coverage of 86.5% of the TV homes in America (96% counting delayed broadcasts).

And Buffalo is a hotbed of consumer enthusiasm! Ranks 14th nationally in total retail sales! Delivers 517,000 TV homes – plus countless viewers in Toronto and the surrounding areas of Canada.

Prediction: We'll hit pay dirt in Buffalo. And so will our advertisers.

ABC TELEVISION

WILS

5,000
LIVELY WATTS

LANSING

FIRST IN AUDIENCE

... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE

With 20 times the power of any station in Lansing ... WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET

WILS reaches 210,490 Radio homes in the 17 county central Michigan area ... 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER

WILS
music news sports

ASSOCIATED WITH PONTIAC'S

WPON

OUR RESPECTS

to John Dexter Langlois and Cyril Ouellette Langlois Jr.

John and Cy Langlois Jr. consider themselves lucky fellows. There are two sons to fill the ample shoes of their late father, Cy Langlois Sr., a founder in 1935 of Lang-Worth Feature Programs, New York, pioneer radio transcription company [OUR RESPECTS, March 25, 1946].

The brothers vary in temperament and appearance. Their friends and business associates say that John, the older son (above, left), physically resembles Cy Sr., who was built solidly. Cy Jr., on the other hand (above, right), is a trim young man, but like his father, is more outgoing and demonstrative than John.

"We get along fine," John says, "because we keep out of each other's hair."

John is president of the parent company, Lang-Worth Features, and Cy is president of Langlois Filmusic Inc., which was formed three years ago to supply background music for feature, industrial, educational and documentary films and tv commercials. Each is a vice president of the other's company and each also is a vice president of another Langlois enterprise, Metropolitan Sound Service, New York, a recording company. The latter organization is headed by Winifred O'Keefe, who began her career with Lang-Worth in 1935 as secretary to the late Mr. Langlois (he died in June 1957) and now is a vice president of the parent company.

Lang-Worth is regarded as the backbone of the Langlois enterprises. Its present structure mirrors the changes in the radio industry over the past decade. Originally Lang-Worth functioned primarily as a musical transcription library firm to radio stations and also as a producer and distributor of syndicated radio programs. The advent of the long-playing album and the growing practice among some recording companies of providing stations with records at little or no cost convinced the Langlois family two years ago that the company had to adopt a new approach. It decided on a new service called "Radio Hucksters and Airlifts," which supplies local radio stations with 20 categories of commercials.

The service consists essentially of a library of transcribed commercials, covering 20 categories of local businesses (oil, automobiles, retail stores, food etc.), and is designed to help the radio station sell the local advertiser by offering professionally-written jingles that often cannot be produced on the local level. John reports happily that business this year is expected to be 22% ahead of 1957.

Cy confesses ruefully that Langlois Filmusic is faring "about the same" as last year. He believes the recession still in force during the first half of 1958 hurt the film business generally but he is confident that the current business upswing will be reflected in an improved picture the beginning of next year. Many of Filmusic's clients, he points out, are business firms which order background music on a licensed basis for their industrial films or tv film commercials and programs.

Metropolitan Sound Service serves as the common link between Cy's company and John's organization, recording background music for the former and commercials for the latter. In addition, Metropolitan records for many of the well-known labels and for organizations that require jingles or commercials.

John Dexter Langlois was born in Detroit on Dec. 16, 1918. The family moved to Great Neck, L.I., when he was 3. He attended New York U. in 1938-39 and left college to accept a position in the sub-contracting section of the Grumman Aircraft Engineering Corp., Bethpage, L.I. He remained with Grumman until the end of 1945 when he joined Lang-Worth as a salesman. He was named sales manager in 1950, secretary-treasurer in 1952 and president in 1956, when the elder Mr. Langlois went into semi-retirement.

John married the former Ruth Kennedy, a classmate at Great Neck High School, in November 1941. They live in East Williston, L.I., with their three children—John Jr., 16, Jeanne, 13, and James, 5. John is a member of the Radio & Television Executives Society and the Hempstead (L.I.) Golf Club.

Cyril Ouellette Langlois Jr. was born in New York City on March 30, 1922, and was raised in Great Neck. He attended the U. of Rochester for three years and left in 1942 to accept a post with the engineering department of Fisher Body Div., General Motors Corp., Detroit. He remained with Fisher Body until January 1946 when he joined the family business. Initially, Cy was involved with production, then moved to sales, and became head of Langlois Filmusic three years ago.

Cy, who is unmarried, lives in Massapequa, L.I. He enjoys boating, water skiing and hunting, and has a farm in Rutland, Vt. He is a member of RTES.

FIRST IN THE HEART OF DETROIT BECAUSE . . .

WKMH

DOES MORE FOR DETROIT

*EXAMPLE: **dramatic on-the-spot news coverage with the**

MOBILE NEWS CRUISER

on call 24 hours a day

A WKMH EXCLUSIVE

Whenever and wherever news occurs, the WKMH Newscruiser gets there in a hurry —gets the facts FIRST with dramatic on-the-spot coverage. Constantly on the prowl from 7 a.m. to 6 p.m., the Newscruiser's two radio reporters are on 24-hour call, assuring listeners of "red-hot" newscasts. In the Detroit area, the WKMH Mobile Newscruiser and Public Service go hand-in-hand . . . one more reason why WKMH is FIRST in the heart of Detroit!

WKMH

DETROIT • DEARBORN

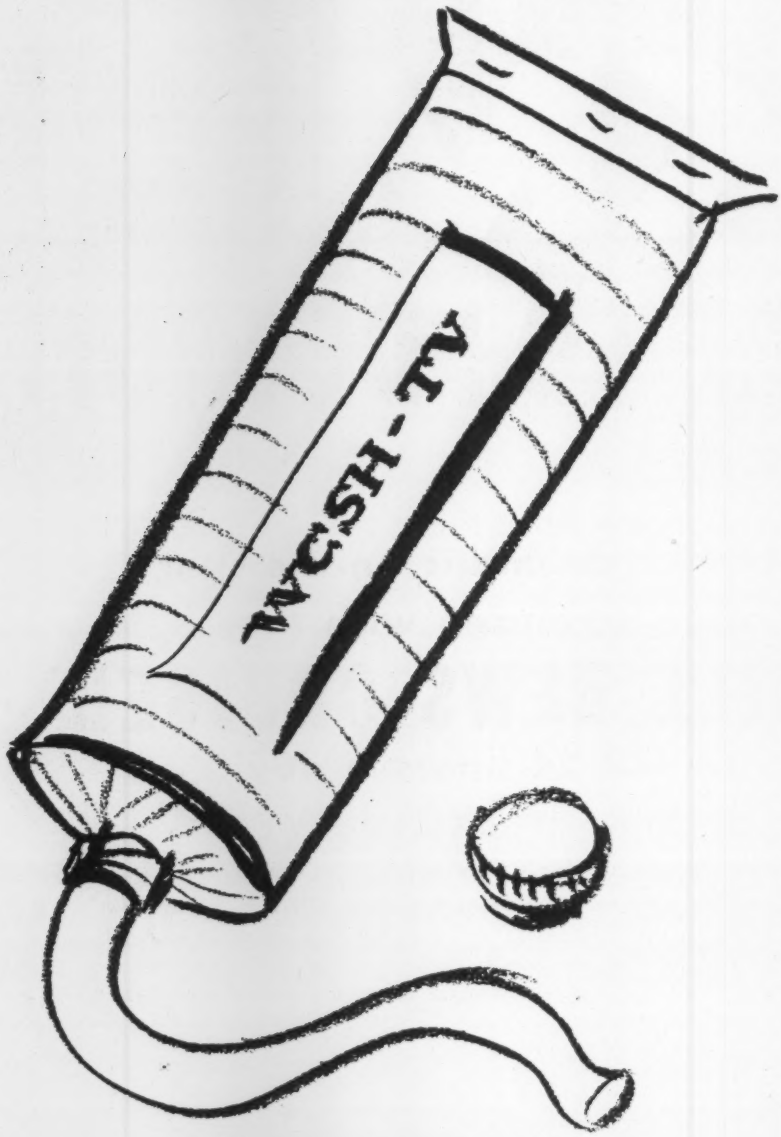
John Carroll
Managing Director

RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP. FRED A. KNORR, PRESIDENT
REPRESENTED BY HEADLEY-REED

WCSH-TV 6

NBC Affiliate **Portland, Maine**



(WITH PD-6)*

*Our special ingredient is not a secret. It's the "Program Dominance" of 6 . . . a marked viewer preference for the programs of Northern New England's service-minded NBC outlet.

This viewer preference has been established by five straight years of surveys and was most recently confirmed by NCS #3.

Your Weed TV man can tell you more about the station that squeezes more out of TV dollars.

A matching schedule on ch. 2 in Bangor saves an extra 5%.

The Rines Radio - TV Stations of Maine

WCSH-TV, Portland — WLBZ-TV, Bangor
WCSH-Radio, Portland — WLBZ-Radio, Bangor — WRDO-Radio, Augusta

IN PUBLIC INTEREST

MUSCLE WITH BIG HEART • A large spot order for WVNA Tuscumbia, Ala., from Muscle Shoals Tv Cable Corp. was accompanied by a request that the announcements plug the State Employment Service's Hire-the-Physically-Handicapped organization. The cable company sponsored a Hire-the-Handicapped dance-banquet Nov. 7 that was promoted heavily by WVNA. Proceeds from the event went to Tri-Cities Cheer Club, a group that is doing social work for the physically handicapped. As a result of the dance two handicapped girls were hired fulltime. Muscle Shoals also employs handicapped workers. WVNA is distributing hundreds of painted signs promoting the cause.

TOTTING-UP TOYS • A 14-hour telethon was conducted by WOOD-AM-TV Grand Rapids, Mich., Nov. 22-23 in the station's fourth annual Toys for Tots campaign. The aim of the promotion is to collect 100,000 new or used toys for distribution to needy children at Christmas. As in previous years, the local Marine Corps reserve unit manned telephone switchboards to take pledges of toys from callers and Shell service stations acted as "drop zones" for toys. The WOOD stations' telethon at the Grand Rapids Civic Auditorium was emceed for the fourth year by Frank Sisson, WOOD-TV account executive.

WIVES' BAZAAR • CKNW Vancouver-New Brunswick, B. C., staff wives sponsored an "Orphans' Bazaar" to benefit the local Orphans' Fund. Listeners contributed over $5,000 in merchandise, and national manufacturers and retailers provided prizes. At the end of the two day affair, $12,000 was added to the more than $200,000 that CKNW has raised over a 14-year period for the Orphans' Fund.

CRIPPLE BENEFIT • WPSD-TV Paducah, Ky., and area Lions clubs collected $40,000 for the benefit of crippled children through its *Telethon of Stars*. Personalities appearing on the 12-hour marathon show included George deWitt, Anita Wood, Dorothy Olsen, and Anita Bryant. Crippled Children's Centers in Kentucky, Illinois and Missouri will share in the proceeds.

EXPENSIVE JACK-O-LANTERNS • WKY Oklahoma City d.j. Chuck Boyle raised money for the local United Fund by asking for listener donations of pumpkins, and then auctioning the 14 he received. The pumpkins went to a local children's home, and $261 went to the Oklahoma City United Fund.

SAVINGS FILM • Screen Gems Inc., N. Y., under a grant from the AFL-CIO, has produced a special episode of SG's *Father Knows Best* series, which will be used by the Treasury Dept. in 1959 for its sales campaign on behalf of U. S. Savings Bonds. The program, which will feature such regular cast members as Robert Young and Jane Wyatt, will not be telecast on CBS-TV but will be distributed for presentation before schools, churches, clubs and industrial establishments.

NOW!

the **new VHF giant** changes the TV picture in Buffalo

A brand new image beams its full coverage to over 500,000 TV homes in Western New York and over 475,000 TV homes in Southern Ontario, starting November 30. This powerful signal, of WKBW-TV, will deliver the impact of the ABC network's great lineup of full entertainment . . . exclusively . . . to this primary signal area.

Add to this . . . outstanding new feature films, progressive local programming and personalities, developed to penetrate every TV home in the vast Niagara Frontier . . . and you have the planned format that will put this giant image to work for you . . . selling brand image and product preference throughout the 11 counties of this 14th largest market. See your Avery-Knodel representative for the full story.

BUFFALO'S TOWERING GIANT • 1078 FOOT TOWER 2811 FT. ABOVE SEA LEVEL

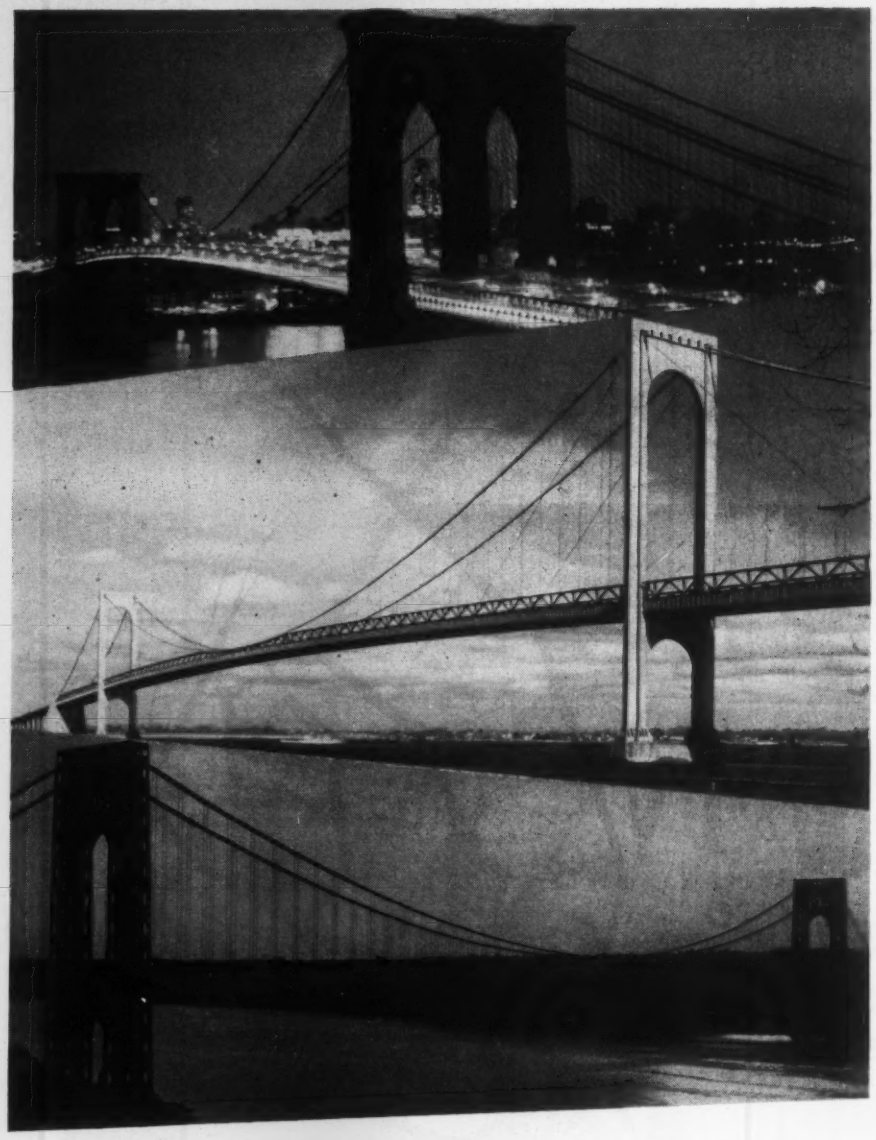
•

OVER 500,000 T. V. HOMES PLUS HUGE 475,000 TV HOME MARKET BONUS IN CANADA

Represented Nationally by

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



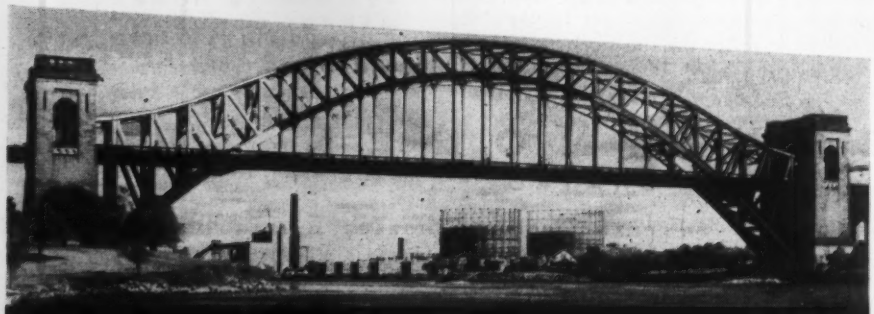
NO MATTER HOW YOU STACK'EM...

you'll find the best bridge to the huge New York audience is

wmca
The Voice of New York

wmca 570 *First on 14,028,147 radio dials*

It's unanimous! Up in latest Pulse, Nielsen and Hooper!



No tolls when you call us collect, MUrray Hill 8-1500 or contact AM Radio Sales

OPEN MIKE

Gentle Sell for Radio

EDITOR:

WTIK believes you should sell radio at all times. To that end we have designed a wallpaper for radio station lobbies that depicts the industry. The design is musical in connection with radio mike and receivers . . . with a choice of 15 color combinations. The design is under copyright protection and will be available to stations and music stores in volume by Feb. 1 . . . Earlier delivery sketches and samples are available through WTIK.

WTIK Durham, N. C.

Still Much in Demand

EDITOR:

Please send 20 copies of "Radio: Wanamaker's Hot Salesman" [ADVERTISERS & AGENCIES, Oct. 20] . . .

Ed Carrell
President & General Manager
WGAD Gadsden, Ala.

EDITOR:

. . . Please send 50 reprints of Wanamaker's story.

Rex Hudson,
Sales Manager
KDAL Duluth, Minn.

[EDITOR'S NOTE: A limited supply of reprints of this department store's sales success is still available at five cents apiece.]

Call to KYA Alumni

EDITOR:

Help, please! KYA, which celebrates 32 years in December, has many prominent alumni and we would like letters, tapes or discs or greetings from them. We're planning a gigantic combination birthday and Christmas programming project.

Mort Wagner
KYA San Francisco

Passes Muster

EDITOR:

. . . It's supposed to be easy to criticize anything, but frankly I find it difficult in this case [1958 YEARBOOK]. You have done a monumental job and I certainly congratulate you and your associates.

Peter M. Bardach
Foote, Cone & Belding
New York

Still More Support

EDITOR:

Please send 50 reprints of your "More Support for Auto Buys on Tv" [LEAD STORY, Oct. 13].

Richard M. Galvin
Richard M. Galvin Assoc.
Baltimore, Md.

EDITOR:

Please send 20 reprints of "More Support for Auto Buys on Tv" . . .

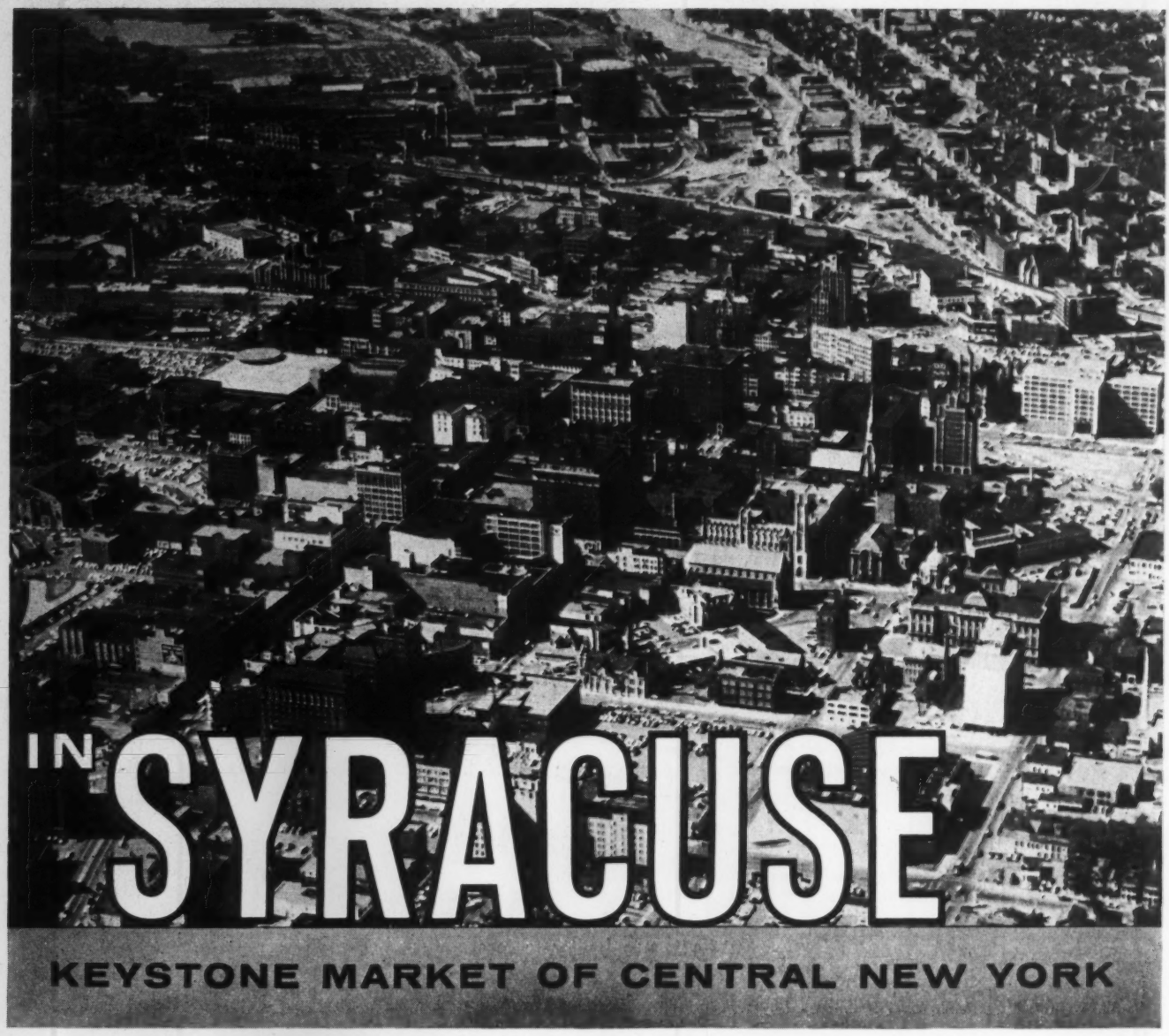
Francis H. Conway
General Sales Manager
WDAU Scranton, Pa.

[EDITOR'S NOTE: Reprints are available at 10 cents each.]

WISH – *radio*
in Indianapolis
proudly announces
the appointment of
EDWARD PETRY & CO., INC.
as national sales
representatives
effective Dec. 1, 1958

WISH- *radio*
INDIANAPOLIS

5,000 WATTS ON 1310 CBS
A CORINTHIAN STATION
Responsibility in Broadcasting



IN SYRACUSE

KEYSTONE MARKET OF CENTRAL NEW YORK

WNDR

announces the appointment of

JOHN BLAIR & COMPANY

as national representative

effective December 24, 1958

In New York's thriving upstate region, Syracuse is the vital commercial link between the Hudson Valley and the Great Lakes. Throughout the heavily populated Syracuse area, the 5,000-watt voice of WNDR has a commanding lead in audience—and in selling power. It is the only 24-hour station in Syracuse—the No. 1 Station in the keystone market by a wide margin.

Ask Blair to show you
why major agencies use

WNDR

5000 WATTS OF SELLING POWER!

as the No. 1 test station
in America's No. 1 test market

SYRACUSE

Currently two of America's leading advertisers are engaged in national campaigns based on the conclusive results of WNDR's "Operation Test."

Many cities talk "test-market"—but few can meet the rigid test-market requirements of big agencies. Heading the limited list is Syracuse, for several reasons:

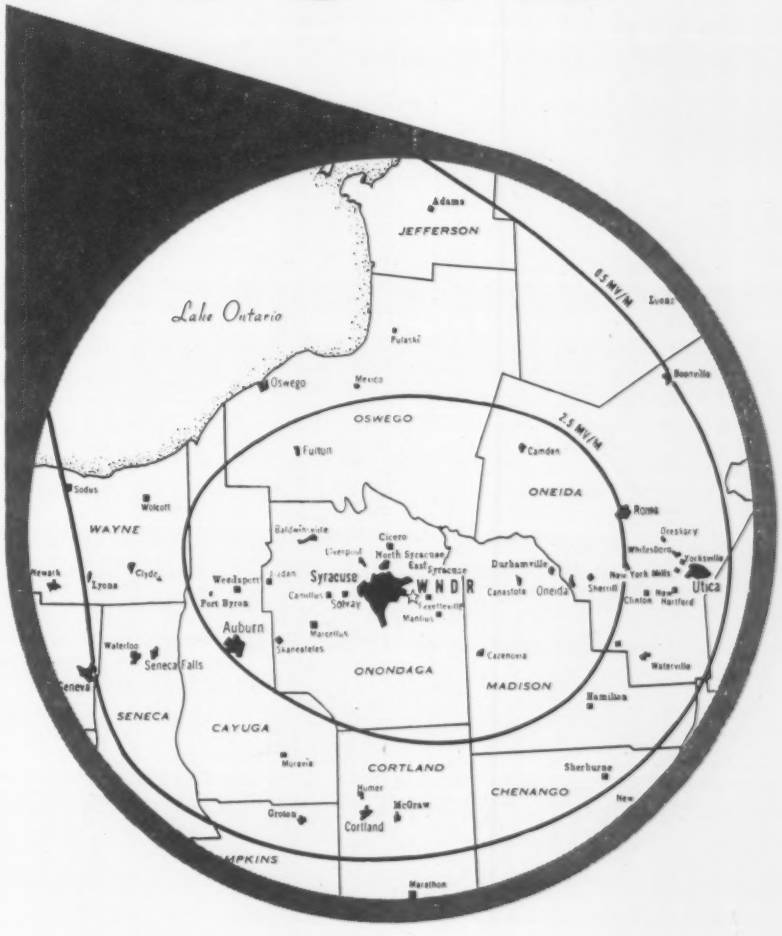
True cross-section—The Syracuse market has typical proportions of town and country, of white-collar groups, of skilled and semi-skilled workers.

Effective coverage—WNDR alone delivers the Syracuse market. It is the only 24-hour Syracuse station—with a long lead in audience and in sales-power.

Well isolated—Syracuse is a key distribution center, sufficiently isolated from the effect of activity in other markets.

Trade contracts—in every major field, WNDR has a close working relationship with distributors . . . vital in getting prompt, accurate sales records.

Get full details on WNDR's complete test package—including before-and-after Trendex surveys, plus up-to-the-minute sales figures. KNOW what your advertising dollars will produce BEFORE you launch a national campaign.



DAY and NIGHT ON KLZ-RADIO
THE LINES ARE BUSY!

Pat Gay

CAPTURES THE LADIES WITH THE

PAT GAY SHOW

MONDAY THROUGH FRIDAY

12:05 pm

Starr Yelland

AND DENVER'S MUCH-COPIED

PARTY LINE

MONDAY THROUGH FRIDAY

8:00 pm

Pat Gay and Starr Yelland are two stellar performers who make their top-notch programs the most copied format in America! Pat Gay hosts a brisk housewife's information exchange that is a 100% female participation show with the listener hearing both sides of the conversations. Starr Yelland hosts nighttime's "*Party Line*" with an exceptional suavity that keeps the subject matter, however controversial, in balance and fascinating. Here again the stars of the show are the listeners themselves. BOTH SHOWS ARE TOP-RATED IN DENVER! IN FACT, PULSE (Sept. 1958) REPORTS KLZ HAS AS MANY FIRST RATED PERIODS AS ALL OTHER DENVER STATIONS COMBINED!

CALL KATZ OR LEE FONDREN IN DENVER

KLZ *radio*

560 KC

CBS FOR THE ROCKY MOUNTAIN AREA

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

CBS-TV

Dec. 6 (7:30-8:30 p.m.) *High Adventure with Lowell Thomas*, Delco Div. of General Motors through Campbell-Ewald.

NBC-TV

Dec. 1-5, 8-10 (2-2:30 p.m.) *Truth or Consequences*, participating sponsors.

Dec. 1-5, 8-10 (2:30-3 p.m.) *Haggis Baggis*, participating sponsors.

Dec. 1, 8 (7:30-8 p.m.) *Tic Tac Dough*, Procter & Gamble through Grey.

Dec. 1, 8 (10-10:30 p.m.) *Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Dec. 2 (8-9 p.m.) *George Gobel Show*, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 3, 10 (8:30-9 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Dec. 3 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall*, Kraft Foods Co. through J. Walter Thompson Co.

Dec. 4 (10:30-11 p.m.) *Masquerade Party*, P. Lorillard through Lennen & Newell.

Dec. 5 (8-9 p.m.) *Ellery Queen*, RCA through Kenyon & Eckhardt.

Dec. 6 (1:15 p.m. to conclusion) NBC-NCAA football, Gulf Oil through Young & Rubicam, Sunbeam through Perrin-Paus, Libby-Owens-Ford through Fuller & Smith & Ross and Bayuk cigars through Feigenbaum & Wermen.

Dec. 6 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Dec. 7 (7:30-8 p.m.) *Northwest Passage*, RCA through Kenyon & Eckhardt and R. J. Reynolds through Wm. Esty.

Dec. 7 (8-9 p.m.) *Steve Allen Show*, Polaroid through Doyle, Dane, Bernbach, DuPont through BBDO and Greyhound through Grey.

Dec. 7 (9-10 p.m.) *Chevy Show*, Chevrolet through Campbell Ewald.

Dec. 9 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson and RCA through Kenyon & Eckhardt.

Dec. 10 (9-10 p.m.) *Jerry Lewis Show*, Timex through Peck Adv.

YOU NEED TWO TO REALLY GO in Indiana!

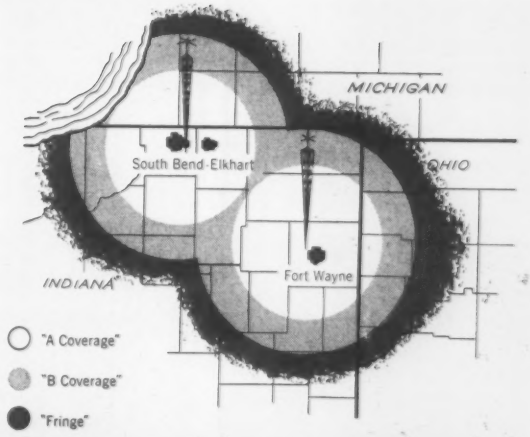
To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY delivers both—

AT A 10% SAVINGS!

Advertisers anxious to gather speed in Indiana, ride double into this lively sales place. They sweep across *two* major markets—Fort Wayne and South Bend - Elkhart—on *one* combination fare which saves 10%. They thus "cut the ice" in a rich interurbia of 340,000 TV homes—bigger than T.A.'s 43rd market*. Over 1,688,000 people—more than Arizona, Colorado or Nebraska. Effective Buying Income, nearly $3 billion—and it's yours with just *one* budget-saving buy!

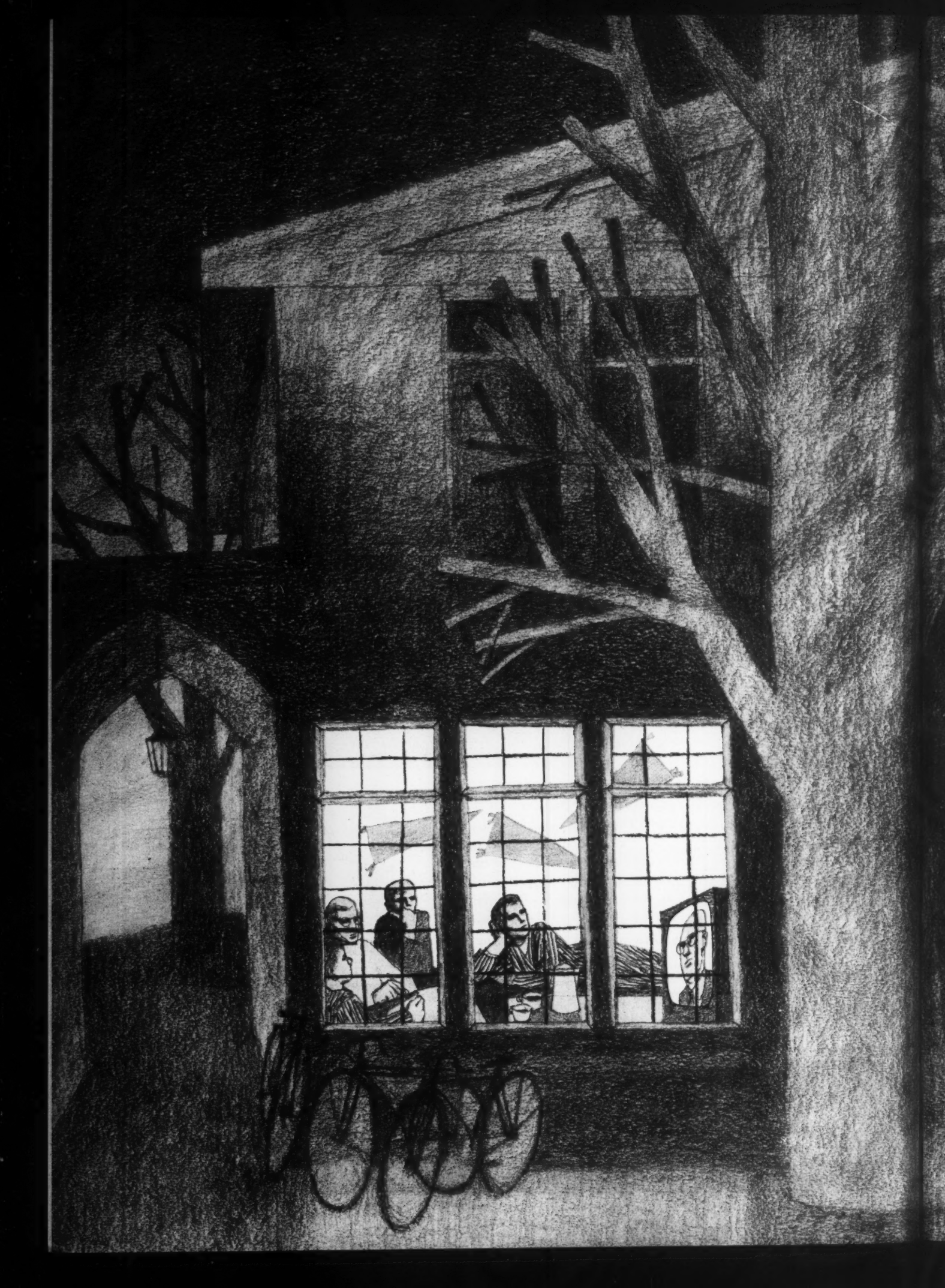
**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.*



call your **H-R** man now!

wsjv 28 ABC SOUTH BEND ELKHART

wkjg 33 NBC FORT WAYNE



By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science..." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset—the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen...

As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 144 stations cleared time for the course; 243 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

NBC TELEVISION NETWORK

*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION • BELL TELEPHONE SYSTEM • THE FORD FOUNDATION • THE FUND FOR THE ADVANCEMENT OF EDUCATION GENERAL FOODS FUND • INTERNATIONAL BUSINESS MACHINES • PITTSBURGH PLATE GLASS FOUNDATION • STANDARD OIL COMPANY OF CALIFORNIA • UNITED STATES STEEL

We value visits with broadcasters

We are proud to number many TV-radio executives among our close personal friends.

An Allen Kander and Company man calling at your office is there to assist you if he can, and he appreciates the time and thinking you give him.

Even though there is no thought of selling a property, exchanges of ideas can be mutually helpful in this fast-moving industry.

As 1958 comes down the home stretch, we treasure the year's correspondence, testifying how our services have been a source of satisfaction to owners and buyers.

We look forward to many years of friendly relations on such a performance record.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

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*Reg. U. S. Patent Office

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"Coming events cast their shadows before"

1959's

most significant television news event

signals ITC's **plans for your future..**

For example, in Paris, London, Rome
world-renowned stars, DAN DAILEY,
JACK HAWKINS are being cast in th

ne and the United States,
EY, VITTORIO De SICA, and
n the first of ITC's "series of stature".

This is only one of many productions of magnitude envisioned by **ITC,** Independent Television Corporation.

Less than ninety days ago,
Jack Wrather, Chairman of the Board,
and Walter Kingsley, President of **ITC,** said:
"We're going to provide the television industry
with facilities – sales, service and products –
without equal anywhere throughout the world."

By September 22, another announcement was made of "the first of several expansion moves planned for **ITC** both here and abroad." Jack Wrather and Walter Kingsley stated that **ITC** had acquired TPA, Television Programs of America, Inc., a leading television production and distribution company.

This then is ITC's first "Quarterly Report" to you in the advertising industry.

ON THE NETWORKS:

LASSIE—(CBS) *The Emmy and Peabody Award-winning all-family program!*
Sponsored by The Campbell Soup Company through Batten, Barton, Durstine & Osborn, Inc. Now in its 5th year in television.

THE LONE RANGER (ABC, CBS)— *The first Western and longest run show produced for television!*
Sponsored by General Mills, Inc. through Dancer-Fitzgerald-Sample; The Cracker Jack Co. through Leo Burnett, Inc.; The Nestle Co., Inc. through McCann-Erickson, Inc. and Smith Bros. through Sullivan, Stauffer, Colwell & Bayles. Now in its 25th year in broadcasting—10th in television.

FURY (NBC)— *Consistently delivering a higher share-of-audience than any other network show!*
Sponsored by The Borden Company, Inc. and General Foods, Inc. through Benton & Bowles.

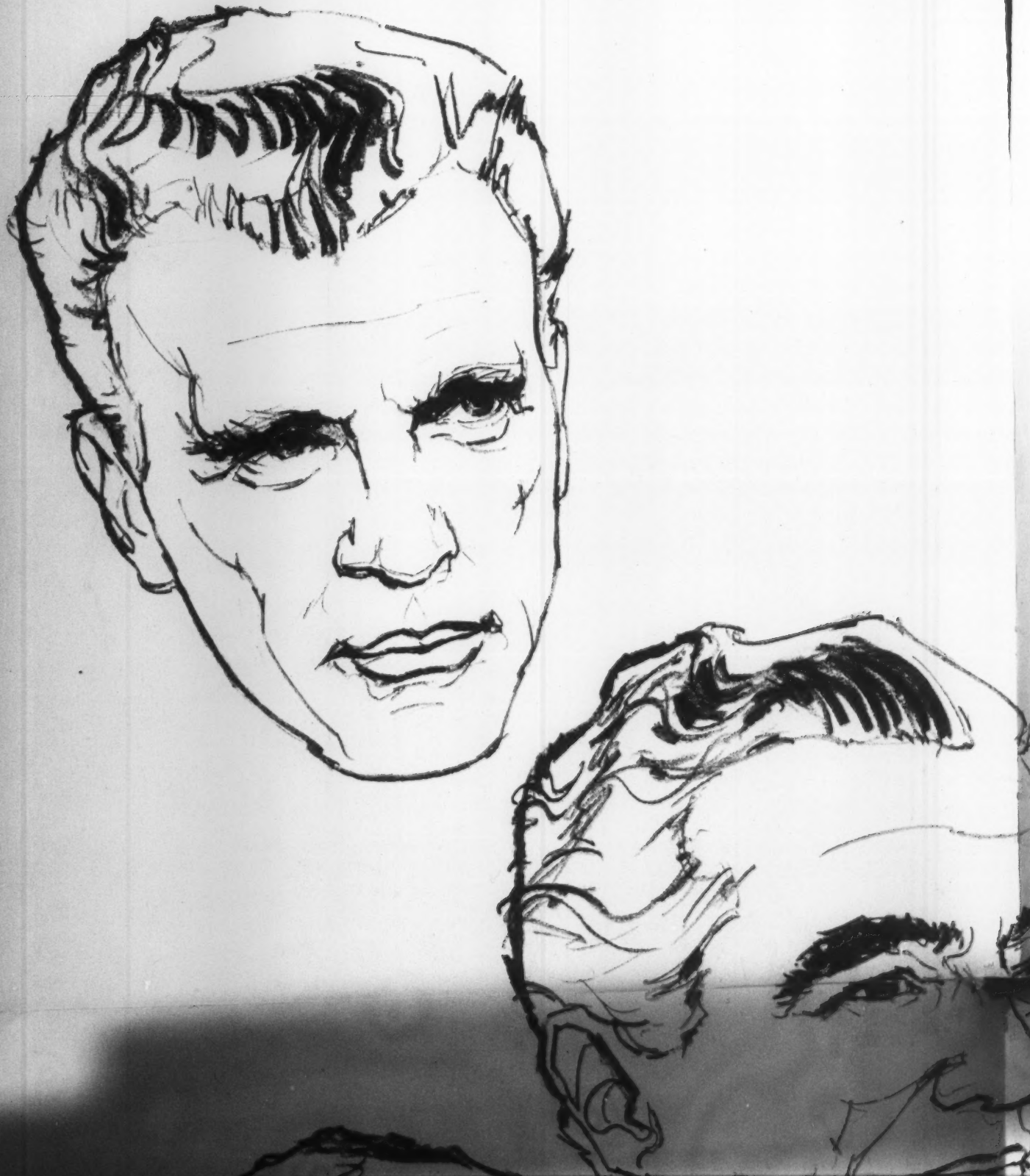
THE GALE STORM SHOW (CBS)— *Instantaneous hit, now sponsored for third successful year!*
Sponsored by The Nestle Co., Inc. through Bryan Houston, Inc. and Lever Brothers Company (to start January, 1959).

IN PRODUCTION FOR NATIONAL SALE:

THE FOUR JUST MEN—Based on Edgar Wallace's thrilling novels, starring Dan Dailey, Vittorio DeSica and Jack Hawkins.

CANNONBALL—Stirring human-interest series about truckers on the highway to high adventure, produced by Robert Maxwell, creator of Lassie.

THE ADVENTURES OF TOM SWIFT—Daring space-age version of the



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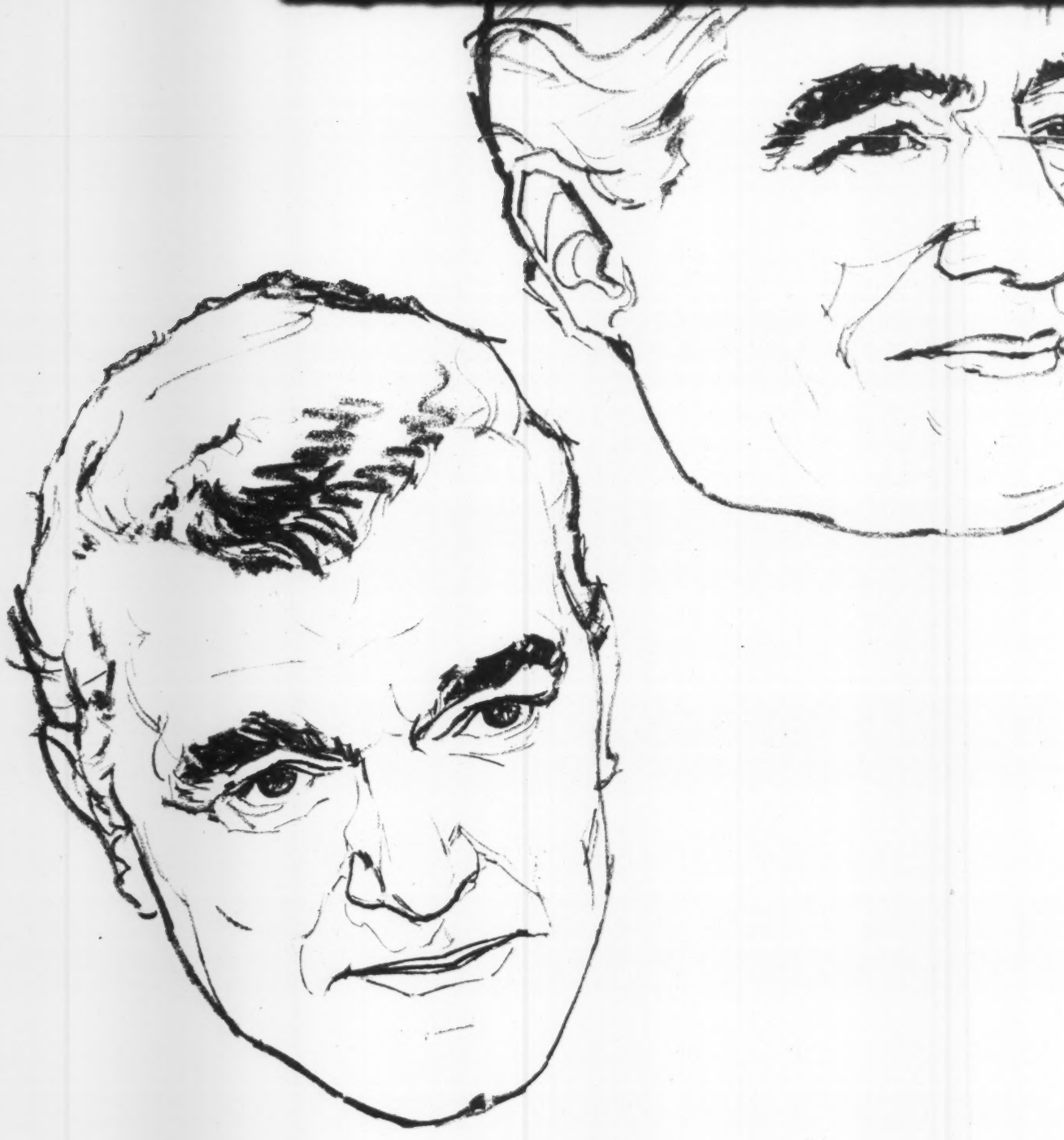

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THE ADVENTURES OF TOM SWIFT—Daring space-age version of the beloved all-American classic.

INTERPOL CALLING—Chilling drama of the international police force.

FOR LOCAL MARKETING:

SERGEANT PRESTON OF THE YUKON—First time available locally after 3 years on CBS Television.

NEW YORK CONFIDENTIAL—Sponsored regionally by D-X Sunray Oil Co., Inc.; Drewrys, Limited.

JEFF'S COLLIE (Syndication title) — the original cast that made *Lassie* the network's most honored show.

ARROW PRODUCTIONS:

SUSIE, re-runs of *Private Secretary*—starring Ann Sothern.
THE ADVENTURES OF TUGBOAT ANNIE
THE NEW ADVENTURES OF CHARLIE CHAN
HAWKEYE AND THE LAST OF MOHICANS
FEATURE ANTHOLOGY
THE COUNT OF MONTE CRISTO
RAMAR OF THE JUNGLE
STAGE 7
THE HALLS OF IVY
MYSTERY IS MY BUSINESS

ITC's objective is to enable you to be a winner in the constant contest for audience.

We think you'll enjoy talking matters over with us when you want to increase your sales—and we'd welcome being of service to you. If you prefer, you can write directly to us. Telephone or wire collect if you wish. We're making 1959 strategy-for-sales plans today. We cordially invite you to join us—to let us make our plans together.

Independent Television Corporation was founded by:

The Jack Wrather Organization

Associated Television, Ltd. of England (television station operators, program producers and theater owners in England and, through Broadcasting Associates Pty., of Sydney, television station operators in Australia)

Carl M. Loeb, Rhoades and Co. (investment bankers.)

The Jack Wrather Organization itself also includes: *Muzak, The Disneyland Hotel,* and, in association with Edward Petry & Co., *KFMB, KFMB-TV,* San Diego, and *KERO-TV,* Bakersfield.

ITC maintains offices in New York, Hollywood, Chicago and London, and has representatives in all important centers in the United States and in eighteen countries throughout the world.

ITC

INDEPENDENT
TELEVISION
CORPORATION

488 Madison Avenue • New York 22 • PLaza 5-2100 — *Walter Kingsley, President*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 22 DECEMBER 1, 1958

ONE BIG TALENT UNION IN TV-RADIO?

- **Still big obstacles in the way, but it's strong possibility**
- **SAG votes study to find out if and how to merge with AFTRA**
- **Proponents say rise of tv, videotape are forcing the issue**

The annual membership meeting of the Screen Actors Guild voted last week for an impartial study by an independent research firm to determine the feasibility of a merger of SAG and the American Federation of Television and Radio Artists.

Between them, the two unions represent virtually all the organized performers in television and radio except musicians.

Immediately after the SAG meeting took its action, members of both unions began wondering whether it was a move toward merger or a delaying action designed to postpone amalgamation if not to prevent it. There were arguments on both sides.

The resolution which was adopted by the SAG meeting on recommendation of the union's board sounded pro-merger in parts. It authorized the "employment of an impartial research organization to make a thorough study of the feasibility of merger with AFTRA and to develop possible merger plans for consideration by the membership." No specific plan now exists, the SAG board pointed out.

But elsewhere the resolution contained references which some of its critics thought were devices to obstruct a merger.

The resolution pledged SAG to invite the other unions in the Associated Actors & Artistes of America, the AFL-CIO parent union of all American actors unions, to join SAG and AFTRA in an expansion of the survey if they are "interested in the possibility of a more extensive merger."

A broad merger of that kind has been studied before. Each time the studies have run up against an insurmountable stumbling block, the diversity of performers represented by all the AAAA unions. Opera singers (members of the American Guild of Musical Artists) have protested they have little in common with acrobats (members of the American Guild of Variety Artists).

Several years ago two universities, Cornell and U.C.L.A., conducted a study looking toward a merger of five branches of the AAAA, AFTRA, AGVA, AGMA, Actors Equity and Chorus Equity. After a year's investigation, the universities came up with a plan that would enable the members of all five unions to carry a single card. But not one of the five accepted the plan.

One reason for the failure of that and other big merger plans is that they have usually called for increased dues, a prospect that strikes members as illogical. They believe a combination of two or more unions into one should effect savings in overhead. As a Hollywood actress lamented last week:

"In recent months my mail has been full of appeals from AFTRA and SAG to support their opposing views about jurisdiction about videotape, and my dues are helping to pay the cost on both sides.

"It's like paying for both armies in a war. It's unfair. More than that it's ridiculous. If I've got to belong to a union to work in live tv and to a union to work in tv films, why can't they both be the same union and why shouldn't my dues in that single union be less than I'm now paying to SAG and AFTRA?"

The answer to that question, at least as far as previous merger plans in the entertainment field are concerned, is that the mergers would call for the employment of more top union executives rather than fewer. At present, the officials of each union and their executive staffs are presumably kept busy with the problems of their members. (If they aren't, if any of them is drawing an unearned pay check, it's a matter to be settled with the union and one that won't be solved by a merger.)

If these officials are needed now to handle the union's problems, they'll still be needed

THE SIZE AND INFLUENCE OF AFTRA AND SAG

AFTRA's membership • It has 12,512 dues-paying members (average during 1958), of whom 5,000 (39%) are in New York, 5,200 (41%) in Hollywood and the rest (20%) elsewhere.

AFTRA's jurisdiction • It has contracts with the four radio networks, the three television networks, 800 transcription companies which produce radio programs and commercials, 300 record companies and with radio and television stations (the number of which AFTRA won't disclose).

AFTRA's fees and dues • Initiation fee is $200 but can be cut by as much as half for a performer who also belongs to another union allied with the Associated Actors & Artistes of America (parent of performer unions). The performer deducts from AFTRA initiation up to $100 of initiation fee paid to the other union. Dues are on sliding scale from $30 a year for members earning up to $2,000 annually to $134 for those earning over $50,000. (Members who pay full dues to another AAAA union pay only half-dues to AFTRA.)

SAG's membership • It has 12,457 paid-up members as of last Oct. 31, of whom 8,726 (70%) are in Hollywood, 2,960 (24% in New York) and the rest (6%) elsewhere.

SAG's jurisdiction • It has contracts with 484 theatrical film companies, supplemental tv contracts covering tv entertainment films with 529 companies: tv commercial agreements with 353, and industrial film contracts with 400. The tv commercial contract is also accepted, by letters of adherence, by 337 advertising agencies.

SAG's fees and dues • Initiation fee is $200 but, like AFTRA's can be cut by as much as $100 for performers who have paid initiation fees to other AAAA unions. Dues are $2 a month.

AFTRA-SAG overlap • AFTRA officials estimate that at least 50% of AFTRA members are also members of SAG. SAG officials claim the figure is lower, that dual memberships run to no more than 3,000-3,500.

after a merger. The very fact of the merger calls for a new set of union officials, a sort of super board to coordinate the operations of the executive in handling the various employment of the various type of members. A general merger of all talent unions would still require officials to handle the problems of each branch of the entertainment business, plus new officials to make overall decisions.

This may be so for a merger broad enough to include both opera and circuses, but it's not necessarily so in the case of AFTRA and SAG, according to proponents of this merger. Here, they say, are two unions whose memberships overlap to an appreciable degree with perhaps 50% of their combined membership holding cards in both unions. And, the argument continues, there is a similar overlap in the problems of the two unions.

AFTRA represents its members in radio and recording and SAG represents its members in theatrical motion pictures, but an increasing amount of employment for both AFTRA and SAG members is in tv where a single contract covering work in both live and film telecasts might be better for both performers than the present arrangement of separate contracts separately negotiated by separate unions.

How Videotape Figures

The matter is brought to a head by the advent of videotape. This new process is not exactly live, not exactly film, but it is definitely television and it seems destined to become a major field for employment for tv performers. Should these performers be represented by AFTRA or by SAG for their work in this new domain? By both, with the division of responsibility? Or by a single union, with jurisdiction over all employment of talent for material recorded on videotape? And if a single union, should it be SAG, AFTRA, or a new union?

At present, employment on programs or commercials taped at stations or networks falls under the jurisdiction of AFTRA. To date, this has constituted most of the VTR employment. But, in its new contract for tv commercials on film, signed by 353 companies producing such commercials and accepted, through "letters of adherence," by 337 advertising agencies SAG included taped as well as filmed commercials [PERSONNEL RELATIONS, March 24]. This traditional decision of union jurisdiction might have continued without undue friction had not a new element been introduced—a company whose sole activity is the production of tv commercials on videotape.

After a number of top-level AFTRA-SAG meetings last spring, SAG firmly—publicly—rejected what it termed an AFTRA proposal for "joint administration of any 'grey' area in the field of taped tv commercials." AFTRA said that was not its proposal, that it had suggested a joint AFTRA-SAG committee to "determine which of the two unions' contracts would cover those studios as they developed [PERSONNEL RELATIONS, April 14]."

The following month [LEAD STORY, May 12], SAG issued an intelligence report that accused AFTRA of first having attempted to seize jurisdiction over all tv and now, after failing there, of seeking to invade SAG's jurisdictional field in videotape.

"It is the guild's belief," SAG stated, "that there is a natural line of demarcation in the field of taped commercials—the first problem to be faced in the tape area. That line is that the live producer (networks and tv stations) using their tape facilities should continue with AFTRA. Studios making commercials on film or tape should fall within the realm of SAG and its contract. True, this will give to AFTRA the overwhelming majority of tape work as it is now being done. However, it is a logical division, based on historical background, and it is true."

SAG went on to recommend that a special committee of its members meet with a similar AFTRA committee to explore this problem. When AFTRA rejected that suggestion, SAG came up with another one: That AFL-CIO President George Meany be asked to arbitrate the dispute, with both unions agreeing in advance to abide by his decision [PERSONNEL RELATIONS, May 26]. Again AFTRA refused. Instead of negotiations or arbitrations, AFTRA went to the NLRB with the petition for an election to determine jurisdiction over the whole field of videotape [PERSONNEL RELATIONS, June 16].

The hearing on that petition is still in progress with SAG and the tv networks opposing AFTRA's request for an election.

Meanwhile, videotape problems have brought contract negotiations between AFTRA and the tv networks to the verge of a breakdown—and a strike—more than once during the past few weeks. AFTRA's network contracts expired Nov. 15; the union's major locals have given the board strike authority and AFTRA members last week were working at the networks under a till forbid arrangement while contract talks continued (see story, page 89).

N.Y. WANTS MERGER

The New York branch of the Screen Actors Guild announced last week that its membership has approved by a 778-148 vote a resolution that calls upon SAG's board of directors to take steps toward implementing a merger with the American Federation of Television & Radio Artists "in the field of television."

A spokesman for the New York branch said the results of the referendum will be forwarded to the guild's board in Hollywood for its consideration. It will be up to the board, he said, to decide if the matter should or should not be placed before the other branches of the guild.

The SAG Meeting

The annual membership meeting of the Screen Actors Guild in Beverly Hills, Calif., last Tuesday took up other matters in addition to the resolution on AFTRA merger (see above).

SAG Treasurer George Chandler reported that residuals on filmed tv shows collected and distributed to SAG members in the 12 months ending Oct. 31 amounted to a record $2,711,134, bringing the total residual distribution to date to $7,501,753. This figure does not include money collected by the guild for the sale of post-'48 theatrical films to television, nor the millions paid directly to guild members in use payments on tv commercials.

Claims for contract violations during the year collected for members totaled $209,483, bringing the total of such collections from the time of the guild's first contract in 1937 to $2,027,887. Despite heavy special expenditures for a health and welfare plan survey and the fight against the right-to-work proposition on the California ballot, the guild wound up its fiscal year with a surplus of $3,621, bringing the SAG total assets to $820,185.

Howard Keel was installed as SAG president, succeeding Leon Ames, who continues as a board member. Other new SAG officers include MacDonald Carey, first vice president; James Lydon, second vice president; Rosemary DeCamp, third vice president; Robert Keith, recording secretary; George Chandler, treasurer; Leon Ames, Sally Blane, Fred Clark, Richard Cutting, Thomas Gomez, John Howard, John Litel, William Lundigan, Gene Raymond, Ronald Reagan, George Sowards, Bert Stevens, James Whitmore, directors for three-year terms; Ann B. Davis, director for two-year term; Douglas Kennedy, Ernie Kovacs, Milburn Stone, directors for one year terms.

Members of the board whose terms did not expire this year are Louise Beavers, Hillary Brooke, Harry Carey Jr., Chick Chandler, Wendell Corey, Richard Crane, Nancy Davis, Ann Doran, Frank Faylen, James Gleason, Ruth Hussey, Louise Laureau, John Lund, Philo McCollough, Jack Mower, Eva Novak, Gilbert Perkins, Walter Pidgeon, Verne Smith, Georgia Stark, Craig Stevens, William Walker, Bill Williams.

Merger Study Resolution

Here is the full text of the merger study resolution voted by the meeting:

"Whereas, consideration of merger without a specific plan for merger is impossible, and there is at present no merger plan which the guild board could submit to the membership;

"Now, therefore, be it resolved, that

"1. The board of directors of Screen Actors Guild recommends to the membership that it authorize the employment of an impartial research organization to make a thorough study of the feasibility of merger with AFTRA, and to develop possible merger plans for consideration by the membership;

"2. The guild shall invite AFTRA to join with the guild in the proposed survey;

"3. Other branches of the Four A's [Associated Actors and Artistes of America, AFL-CIO International parent union of all American actors unions] interested in the possibility of a more extensive merger will be invited to join in an expansion of the SAG-AFTRA survey;

"4. The costs of such survey shall be shared equally by the participating branches."

DURGIN: RESTORE BUYING BASICS

- **Charges tv agencies are neglecting media fundamentals**
- **Tells RTES that program departments are getting most say**

The larger of the tv-minded advertising agencies were charged last week with moving away from "media fundamentals" in their buying decisions.

The assertion was made by Don Durgin, NBC-TV vice president and national sales manager, in a talk Tuesday (Nov. 26) at the Radio & Television Executives Society's timebuying and selling seminar in New York.

Mr. Durgin said he analyzed the top 20 of the 50 agencies in network tv billing as reported in BROADCASTING [LEAD STORY, Nov. 24] and found that by his "own estimate" in seven of the top ten agencies in tv billing, "the tv program department has dominant control."

DURGIN: *He'd get back to basics*

The media department, said Mr. Durgin, dominates in only one of those agencies and "in two the decisions are usually joint program-media department recommendations." In the next ten, he found media controlling in three, program in three and about equal control between media and program departments in four.

He thought that today in the bigger agencies, "it is true . . . the program department-media department tug-of-war is being (or has been) won by the program department. This results sometimes in buying decisions based less on media fundamentals than on subjective judgments."

Mr. Durgin described "fundamentals" as recognizing the "power of the mass audience" or "maximum delivered audience (circulation)." He asserted this should come first, followed later by what he called "secondary considerations": audience and media characteristics (audience selectivity, advantages of one medium as compared to another, etc.).

Circulation and coverage data in the broadcast medium have become "old hat," said Mr. Durgin, with attention drawn away from "fundamentals" and toward attempts "to measure the secondary values more carefully." This trend he found evident in what he believes is a swing to program department dominance in the top tv agencies.

Mr. Durgin said some buyers have concerned themselves so much with "special advertising requirements of different products dictated by their different markets and individual marketing objective," they at times have lost sight of the mass audience. He cited examples of national advertisers on NBC-TV sharing sponsorship of a single show, each with different market objectives, "but . . . in common need to reach maximum delivered audience."

Who Has The Say • He later explained that by "dominance" in an agency's buying decision, he meant which department takes the "lead" in a buying decision or which has the "greatest persuasion or weight in the buying" because obviously both departments must be in accord when a buy is finally made.

In speaking of conflicting media claims, Mr. Durgin acknowledged that there is no single standard to be applied by media, agencies and their clients to determine "relative value of different national media." Moreover, he said, "too much time is wasted in industry trade association boards, panels and subcommittees trying to come up with an all-industry measure that will equate media and measure them on a common base." Such a standard on tv would be of "doubtful value," he said, "because if a particular method would seem to short-change your station, your network, your program, your product, you would have to do a 'pilot survey' of your own and so here we are."

Mr. Durgin assailed what he said was called "the modern media mix" but which he labeled as "mixed-up media mix" because "the emphasis on so-much media strategy today is to be in every possible media rather than reach every possible person."

"It seems to me," he continued, "that the biggest need our modern marketers have today is the need to get back to fundamentals. I am afraid our very progress in media research has caused us to go farther away from advertising fundamentals and has contributed more to our confusion than to our better appreciation and command of the fundamentals."

Client Confusion • Most of Mr. Durgin's talk, some of which followed his speech of a week before in San Francisco, was centered on the confusion of advertisers. Such concepts of "secondary" considerations in buying decisions, and controversies of cost efficiency comparisons between newspapers and magazines, between tv networks themselves, of harping by tv critics, of "editorial" attacks (*Fortune* magazine), and of so-called "high costs of tv" by admen themselves, only compound the confusion of the moment.

Said Mr. Durgin: Concentration on "fundamentals" in media can only result in "more effective media buying" and "less confusion for the advertiser." He suggested that perhaps the tv networks should try to "run a school on tv network fundamentals . . . if the critics of the networks wouldn't come, maybe the advertiser would want to come."

According to Mr. Durgin, the "real advertising frontiers of opportunity in tv" are in "the institutional field, the new class A opportunities at class C rates in sports, in daytime and in Sunday afternoon" or in what he called the "class D proof of tv's prodigious power."

NOT ALWAYS BY THE BOOK

What helps lead to advertiser confusion? It's the so-called "pet buying theory" in television of an agency but which is rejected or put into use in an inconsistent manner. Don Durgin, NBC-TV vice president and national sales manager, included some examples of pet theories and actual practice in his RTES timebuying & selling seminar talk. In slightly condensed form:

- Important Package Goods Agency —Theory: Food product needs "happy show" and can't be advertised effectively on mystery, adventure, western or serious drama. But: In practice client "is in one of the toughest shoot-'em-up shows," other agencies' food clients also are successful in the "taboo" formats.
- Big Madison Ave. Agency—Theory: Most effective tv use is specials with bursts of big impact instead of regular programming. But: Agency is bigger user of programming.
- Important West Coast Agency—Theory: Way to program and sponsor identification is weekly, single sponsorship not on basis of shared, alternate week or participation. But: Tv's economics dictates alternate-week sponsorship as the norm.
- Major Daytime Tv Agency—Theory: Low cost not large audience is key to daytime cost efficiency. But: Actually the most efficient daytime shows are the most costly, big audience shows "which this agency cancelled."
- Important Drug Agency—Theory: Most effective "selling" programs are live shows making for maximum use of live commercials or live lead-ins to film commercials. But: Most drug-sponsored tv shows are on film.

P&G LAPS THE FIELD IN SPOT TV

- **More than doubles second-place Lever buying in quarter**
- **Leading 100 spot tv clients spend $75.6 million in period**

The lion's share of spot television's $113,184,000 revenues during the third quarter of 1958 [ADVERTISERS & AGENCIES, Nov. 17] was accounted for by the top 100 accounts. Their score: $75,633,500.

In its customary position on top was Procter & Gamble, whose $8,336,200 was a comfortable $4.4 million out in front of second place Lever Bros. ($3,966,900).

Television Bureau of Advertising, which released the figures (prepared by N. C. Rorabaugh Co.), noted nine newcomers among the top 100. They were Blue Cross-Blue Shield, Cornell Drug Co., Continental Car-Na-Var, Eversharp, Fels & Co., Holsum Baking-Bakeries, Jackson Brewing, Planters Nut & Chocolate and Taylor-Reed Corp.

Fuller report on the top 100 spot tv clients and their spending, and the breakdown of spot tv by product categories, follow:

QUARTER'S TOP 100

By Company, 3rd Quarter 1958

Rank		Expenditure
1.	PROCTER & GAMBLE	$8,336,200
2.	LEVER BROTHERS	3,966,900
3.	ADELL CHEMICAL	3,291,600
4.	GENERAL FOODS	2,359,500
5.	P. LORILLARD	2,308,400
6.	CONTINENTAL BAKING	2,287,000
7.	BROWN & WILLIAMSON TOBACCO	2,192,900
8.	COLGATE-PALMOLIVE	2,021,800
9.	AMERICAN HOME PRODUCTS	1,991,300
10.	MILES LABS.	1,901,500
11.	CARTER PRODUCTS	1,869,300
12.	WARNER-LAMBERT	1,623,400
13.	INTERNATIONAL LATEX	1,542,900
14.	TEXIZE CHEMICAL	1,277,600
15.	PHILIP MORRIS	1,139,800
16.	AMERICAN TOBACCO	960,200
17.	ROBERT HALL CLOTHES	916,400
18.	FOOD MANUFACTURERS	916,300
19.	ANHEUSER-BUSCH	834,300
20.	GENERAL MILLS	830,800
21.	SUN OIL	781,900
22.	WELCH GRAPE JUICE	766,800
23.	STANDARD BRANDS	764,400
24.	SHELL OIL	763,800
25.	PABST BREWING	753,500
26.	PEPSI-COLA	724,900
27.	COCA-COLA	674,200
28.	R.J. REYNOLDS TOBACCO	646,900
29.	CONTINENTAL CAR-NA-VAR	622,700
30.	S.C. JOHNSON & SON	614,500
31.	HAMM BREWING	601,200
32.	B.T. BABBITT	573,100
33.	WILLIAM WRIGLEY JR.	550,300
34.	SCHLITZ BREWING	540,100
35.	STANDARD OIL OF INDIANA	535,400
36.	CHARLES ANTELL	532,800
37.	NATIONAL BISCUIT	529,000
38.	AVON PRODUCTS	522,100
39.	ANDREW JERGENS	515,200
40.	FALSTAFF BREWING	509,700
41.	REVLON	$506,800
42.	ESSO STANDARD OIL	495,800
43.	U.S. BORAX	490,300
44.	STERLING DRUG	489,700
45.	HAROLD F. RITCHIE	480,900
46.	NORWICH PHARMACAL	467,100
47.	CORN PRODUCTS REFINING	452,100
48.	SCHAEFER BREWING	449,100
49.	PHILLIPS PETROLEUM	445,200
50.	GILLETTE	437,100
51.	DRUG RESEARCH	436,300
52.	EVERSHARP	432,000
53.	PIEL BROS.	428,000
54.	M.J.B.	408,200
55.	STOKELY-VAN CAMP	400,700
56.	J.A. FOLGER	386,500
57.	STANDARD OIL OF CALIFORNIA	386,200
58.	P. BALLANTINE	380,000
59.	DR. PEPPER	377,400
60.	BRISTOL-MYERS	376,800
61.	FELS	376,000
62.	EX-LAX	374,400
63.	ARMSTRONG RUBBER	373,900
64.	H.J. HEINZ	372,400
65.	BURGERMEISTER BREWING	370,200
66.	BLOCK DRUG	368,000
67.	LIGGETT & MYERS TOBACCO	356,700
68.	BORDEN	355,100
69.	HILLS BROS. COFFEE	353,400
70.	MARATHON	351,200
71.	BLATZ BREWING	349,100
72.	CARLING BREWING	341,000
73.	EXQUISITE FORM BRASSIERE	322,700
74.	AMERICAN CHICLE	321,600
75.	SALADA-SHIRRIFF-HORSEY	311,800
76.	NATIONAL BREWING	304,100
77.	MAX FACTOR	299,100
78.	MAYBELLINE	298,800
79.	JACOB RUPPERT BREWERY	294,500
80.	PACIFIC TEL. & TEL.	283,700
81.	KELLOGG COMPANY	282,600
82.	RAYCO MANUFACTURING	$279,100
83.	TIDY HOUSE PRODUCTS	279,100
84.	SAFEWAY STORES	271,200
85.	ATLANTIC REFINING	268,300
86.	TAYLOR-REED	265,700
87.	ATLANTIS SALES	259,100
88.	DUNCAN COFFEE	250,900
89.	GEORGE WIEDEMANN BREWING	249,400
90.	KROGER	249,000
91.	DUMAS-MILNER	246,500
92.	SCOTT PAPER	245,000
93.	CORNELL DRUG	244,600
94.	GENERAL CIGAR	243,900
95.	AMERICAN BAKERIES	240,100
96.	BLUE CROSS-BLUE SHIELD	236,100
97.	PLANTERS NUT	234,900
98.	HOLSUM BAKING	233,900
99.	JACKSON BREWING	231,000
100.	GREAT A&P TEA	228,600

REAPPRAISAL

In the quick recap at presstime of BROADCASTING's annual agency billing survey results [LEAD STORY, Nov. 24], J. Walter Thompson, which at $113.5 million led the top 50 in combined radio-tv billing, was credited with two additional marks it had not quite attained. Though the figures were correct, the agency was misidentified. It was McCann-Erickson, not JWT, which was both runnerup (at $40 million) to Ted Bates in combined spot billing and which tied with BBDO and N. W. Ayer as radio-only leaders. Again though the table was correct in the breakdown of figures, an incorrect set was picked up in the capsule of Lennen & Newell. L & N's combined radio-tv billing: $40.1 million, $30.8 million in tv ($19.1 million in network, $11.8 million in spot); $9.3 million in radio ($6 million in network, $3.3 million in spot).

THE KIND OF BUYING

AGRICULTURE	$ 292,000
Feeds, Meals	195,000
Miscellaneous	97,000
ALE, BEER & WINE	11,610,000
Beer & Ale	11,225,000
Wine	385,000
AMUSEMENTS, ENTERTAINMENT	141,000
AUTOMOTIVE	1,438,000
Anti-Freeze	1,000
Batteries	9,000
Cars	424,000
Tires & Tubes	593,000
Trucks & Trailers	54,000
Miscellaneous Accessories & Supplies	357,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	621,000
Fixtures, Plumbing, Supplies	147,000
Materials	140,000
Paints	250,000
Power Tools	7,000
Miscellaneous	77,000
CLOTHING, FURNISHINGS, ACCESSORIES	3,124,000
Clothing	2,653,000
Footwear	335,000
Hosiery	136,000
Miscellaneous	—
CONFECTIONS & SOFT DRINKS	6,399,000
Confections	2,253,000
Soft Drinks	4,146,000
CONSUMER SERVICES	3,284,000
Dry Cleaning & Laundries	9,000
Financial	525,000
Insurance	733,000
Medical & Dental	33,000
Moving, Hauling, Storage	56,000
Public Utilities	1,504,000
Religious, Political, Unions	235,000
Schools & Colleges	23,000
Miscellaneous Services	166,000
COSMETICS & TOILETRIES	10,980,000
Cosmetics	1,583,000
Deodorants	1,095,000
Depilatories	167,000
Hair Tonics & Shampoos	2,028,000
Hand & Face Creams, Lotions	544,000
Home Permanents & Coloring	1,923,000
Perfumes, Toilet Waters, etc.	155,000

Razors, Blades	545,000
Shaving Creams, Lotions, etc.	387,000
Toilet Soaps	2,387,000
Miscellaneous	166,000
DENTAL PRODUCTS	2,652,000
Dentifrices	2,231,000
Mouthwashes	212,000
Miscellaneous	209,000
DRUG PRODUCTS	8,746,000
Cold Remedies	1,651,000
Headache Remedies	1,563,000
Indigestion Remedies	2,068,000
Laxatives	857,000
Vitamins	464,000
Weight Aids	451,000
Miscellaneous Drug Products	1,492,000
Drug Stores	200,000
FOOD & GROCERY PRODUCTS	25,883,000
Baked Goods	5,315,000
Cereals	2,283,000
Coffee, Tea & Food Drinks	5,580,000
Condiments, Sauces, Appetizers	1,125,000
Dairy Products	1,362,000
Desserts	298,000
Dry Foods (Flour, Mixes, Rice, etc.)	1,470,000
Fruits & Vegetables, Juices	1,780,000
Macaroni, Noodles, Chili, etc.	333,000
Margarine, Shortenings	842,000
Meat, Poultry & Fish	1,519,000
Soups	68,000
Miscellaneous Foods	1,547,000
Miscellaneous Frozen Foods	304,000
Food Stores	2,057,000
GARDEN SUPPLIES & EQUIPMENT	69,000
GASOLINE & LUBRICANTS	5,595,000
Gasoline & Oil	5,350,000
Oil Additives	181,000
Miscellaneous	64,000
HOTELS, RESORTS, RESTAURANTS	102,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	4,434,000
Cleaners, Cleansers	2,756,000
Floor & Furniture Polishes, Waxes	1,364,000
Glass Cleaners	87,000
Home Dry Cleaners	4,000
Shoe Polish	35,000
Miscellaneous Cleaners	188,000
HOUSEHOLD EQUIPMENT—APPLIANCES	940,000
HOUSEHOLD FURNISHINGS	669,000
Beds, Mattresses, Springs	331,000
Furniture & Other Furnishings	338,000
HOUSEHOLD LAUNDRY PRODUCTS	11,581,000
Bleaches, Starches	1,156,000
Packaged Soaps, Detergents	10,025,000
Miscellaneous	400,000
HOUSEHOLD PAPER PRODUCTS	1,048,000
Cleansing Tissues	173,000
Food Wraps	246,000
Napkins	85,000
Toilet Tissue	221,000
Miscellaneous	223,000
HOUSEHOLD, GENERAL	757,000
Brooms, Brushes, Mops, etc.	49,000
China, Glassware, Crockery, Containers	59,000
Disinfectants, Deodorizers	159,000
Fuels (Heating, etc.)	60,000
Insecticides, Rodenticides	379,000
Miscellaneous	51,000
NOTIONS	90,000
PET PRODUCTS	759,000
PUBLICATIONS	87,000
SPORTING GOODS, BICYCLES, TOYS	380,000
Bicycles & Supplies	16,000
Toys & Games	311,000
Miscellaneous	53,000
STATIONERY, OFFICE EQUIPMENT	66,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	378,000
Antennas	4,000
Radio & Television Sets	17,000
Records	219,000
Miscellaneous	138,000
TOBACCO PRODUCTS & SUPPLIES	8,330,000
Cigarettes	7,793,000
Cigars, Pipe Tobacco	514,000
Miscellaneous	23,000
TRANSPORTATION & TRAVEL	631,000
Air	425,000
Bus	50,000
Rail	136,000
Miscellaneous	20,000
WATCHES, JEWELRY, CAMERAS	469,000
Cameras, Accessories, Supplies	75,000
Clocks & Watches	11,000
Jewelry	37,000
Pens & Pencils	323,000
Miscellaneous	23,000
MISCELLANEOUS	1,629,000
Trading Stamps	216,000
Miscellaneous Products	658,000
Miscellaneous Stores	755,000
TOTAL	$ 113,184,000

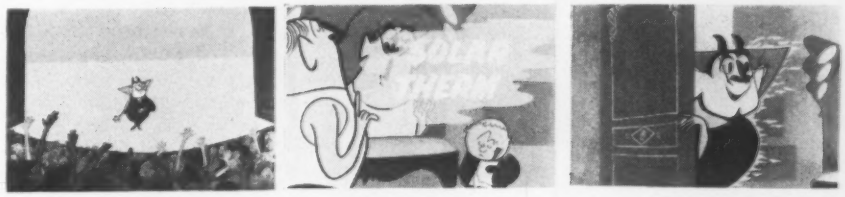
PREVIEW

SARRUT COMMERCIALS GO TO THE DEVIL

The latest of Andre Sarrut's French-produced animated commercials [FILM, Nov 24] to hit these shores is a cartoon for Chicago's Petroleum Heat & Power Co. The "Solar Therm" referred to is a term concocted by PH&P's agency, W.B. Donel Adv., Chicago, to give identification to the product. The sepulchral tones of agency President Marvin Frank are heard in the commercial.

The heat and power firm's $200,000 ad budget is all spent in local radio and television.

Producer of the commercial is Tele-France, a subsidiary of Fred A. Niles Productions, Chicago.



SEQUENCE OF COMMERCIAL: Actor in opera "Faust" takes bows on stage (left picture); goes to dressing room where he declares "I was magnificent tonight!" Reporter there starts interview, stops to comment on how warm room is. Devil actor, disrobing (center), answers "We like it warm here . . . that's why we use Solar Therm." Dressed in ordinary clothes he walks to door, changes back to devil as he exits. Then he puts head back in door, with fires of hell in background (right), and closes: "It's warm where I go because they use solar therm."

Adm. Bell to Address D. C. Admen

Admiral Fred J. Bell (USN ret.), who provided one of the high spots of NAB's Chicago convention last year with his rebuke of broadcasters who allow local auto dealers to engage in unethical advertising, is speaking tomorrow (Dec. 2) at the Advertising Club of Washington's luncheon meet in Washington. Admiral Bell, executive vice president of the National Automobile Dealers Assn., entitles his talk, "Let's Quit Kicking the Auto Business." The session is at the Presidential Arms, 1320 G St., N.W.

Grant Names New York Board, Confirms Bradley Resignation

The establishment of a three-man committee to handle management of the New York office of Grant Adv., effective immediately, was announced last Monday. (Nov. 24) by Lawrence R. McIntosh, executive vice president of the agency in Detroit.

The committee will be composed of John H. Pinto, vice president and creative director of Grant in New York, who will be chairman; Abbott Kimball, vice president and plans board member, whose agency merged with Grant last March, and Lawrence D. Reddy, administrative vice president of the office.

The announcement gave no reason for the change, nor did it refer to the resignation of Paul L. Bradley, who had been vice president and general manager of the New York office. The agency later confirmed that he had resigned on Nov. 21.

In recent months, Grant's New York office has had rough sledding. In July, Grant lost the Florists Telegraph Delivery Assn. account, which was to have billed more than $3 million by the end of this year. More than 90% of the budget was earmarked for television—CBS-TV's *Person to Person* program—but in mid-year, FTDA dropped the program and the agency, later appointing Keyes, Madden & Jones to handle the account. This setback was compounded two weeks ago when Grant, which handles the Dodge Div. of the Chrysler Corp., lost the New York Dodge dealer account ($1 million billing) to the Wexton Co., New York [ADVERTISERS & AGENCIES, Nov. 24].

WHY TV HAS MENNEN IN A LATHER

An old company with youthful push finds tv its ideal ad medium

Shadows from the gaslight danced across the faces of the bustled and derbied townsfolk as they listened entranced to the street corner showman's magic claims for "Sure Corn Killer." Even the minstrels used by this early-day "communicator" to lure an audience appeared hypnotized by the golden words.

This was Newark, N. J., in the late 1870's and early 1880's. And the enterprising pitchman: Gerhard Mennen.

Today the minstrel is gone from the Newark corners. Just as surely has the Sure Corn Killer faded from the scene as America changed from a pedestrian to an automotive nation. But Gerhard Mennen's son and grandsons are still in show business and still selling goods.

Eighty-odd years later, the descendants of Mr. Mennen are still gathering crowds—in cities throughout the United States through the medium of television. The commercials now are being delivered on 15 products, toiletries for babies and men.

The confidence that Mennen places on television is underlined by this statistic: in 1958-59, the company will invest about 75% of an approximate $5 million in tv.

Two weeks ago, William G. Mennen Jr., executive vice president in charge of U.S. and international marketing and advertising, offered this comment on advertising during ceremonies heralding the addition of 130,000 square feet of space to the company's Morristown, N.J., plant facilities:

"The company always has been advertising-oriented from the days of my grandfather, Gerhard Mennen. We believe that one important factor contributing to our phenomenal growth in the past years has been our vigorous advertising program. The power of television has been a dominant factor in the past three years."

Sales volumes of Mennen products increased by 400% between 1941 and 1950 and more than doubled between 1950 and 1955 and increased by another 50% since 1955, Mr. Mennen Jr. reported. Mennen's gross sales for 1958 will be $30 million. He also is convinced that Mennen's expansion has been assisted by the increased male interest in grooming and the introduction of new products.

The company line now includes various baby products (Baby Magic lotion, Baby oil, Baby powder), men's products (shave creams and talcum powders) and deodorants. Grey Adv., New York, handles the babies' and men's products, while Warwick & Legler, New York, handles the deodorants. Grey is the agency of record for Mennen's television activities, although all company products are exposed on the medium.

Prior to 1955, Mennen invested a substantial portion of its budget in radio, starting in 1929. Network programs under Mennen sponsorship included a CBS Radio show in 1931 that featured Ted Husing, Irene Beasley, Freddy Rich and his Mennen Men Orchestra; *Famous Jury Trials* over Mutual in 1936-37; *Captain Flagg and Sergeant Quirt* over the NBC Blue Network in 1941; *Ed Sullivan Presents* on CBS Radio in 1943-44; and in 1945, a saturation schedule of one minute spot announcements on newscasts. By 1955, Mr. Mennen Jr. said, the company had acquired a "valuable franchise" with 94% of early morning news broadcasts on 125 stations. Since that time, Mennen has used radio on a limited basis but plans to step up its participation in 1959 as part of an overall effort to reach "the youth market."

Before 1955, Mennen made only a minimal investment in television. That year the company decided on its first national television property—the *Wednesday Night Fights* on ABC-TV. Mr. Mennen Jr. calls *WNF* "a tremendous salesman" for the three and a half years his firm backed the fights. But this fall, Mennen elected to drop *WNF* and sponsor *Pursuit* on CBS-TV (Wed. 8-9 p.m.) on an alternate week basis (Procter & Gamble and American Home Products share the alternate week).

"We decided on a new property," Mr. Mennen Jr. explains, "because we decided that after more than three years *WNF* had built up largely the same, loyal audience. We believe that *Pursuit* will give us a broader audience and, particularly, a younger audience."

Mennen, assisted by Grey Adv., which handles publicity-promotion for the company, intends to promote the youth phase of the company's marketing objectives by means of a dozen or more "Good-Grooming Seminars" for high school students. This project is being co-sponsored by Mennen and *Scholastic* magazines. Mr. Mennen Jr. and other company officials will participate in the seminars, aimed at showing teenagers how to achieve proper grooming. Portions of the seminars will be telecast locally.

The emphasis on the youth market for 1959 will result in additional spending in radio, according to Mr. Mennen Jr. Though specific plans have not been determined, the company intends to invest in radio programs throughout the country which are popular with teenagers.

The Mennen Co. is still a family-owned enterprise. William G. Mennen, son of founder Gerhard Mennen, is president and this year marked his 50th anniversary with the organization. Another of his sons, George, is vice president in charge of manufacturing. Gerhard Mennen occupied a small store in downtown Newark as his headquarters. Today, counting the recent addition, the Mennen Co. stretches over 400,000 square feet in a modern building in Morristown.

Evolution of selling: The Mennen Co. got off to a boisterous start more than 80 years ago when Gerhard H. Mennen (left) sold "Sure Corn Killer" in his own traveling medicine show. Today, vestiges of personal demonstration persist. William G. Mennen Jr. (center), grandson of the founder and vice president of marketing and advertising, shows high school boys how to shave (with Mennen products) at one of the "good grooming" seminars which Mennen conducts throughout the country. At right is the opening billboard for Mennen Co.'s sponsorship of *Pursuit* on CBS-TV. Television now gets 75% of Mennen's $5 million advertising budget.

wherever they be

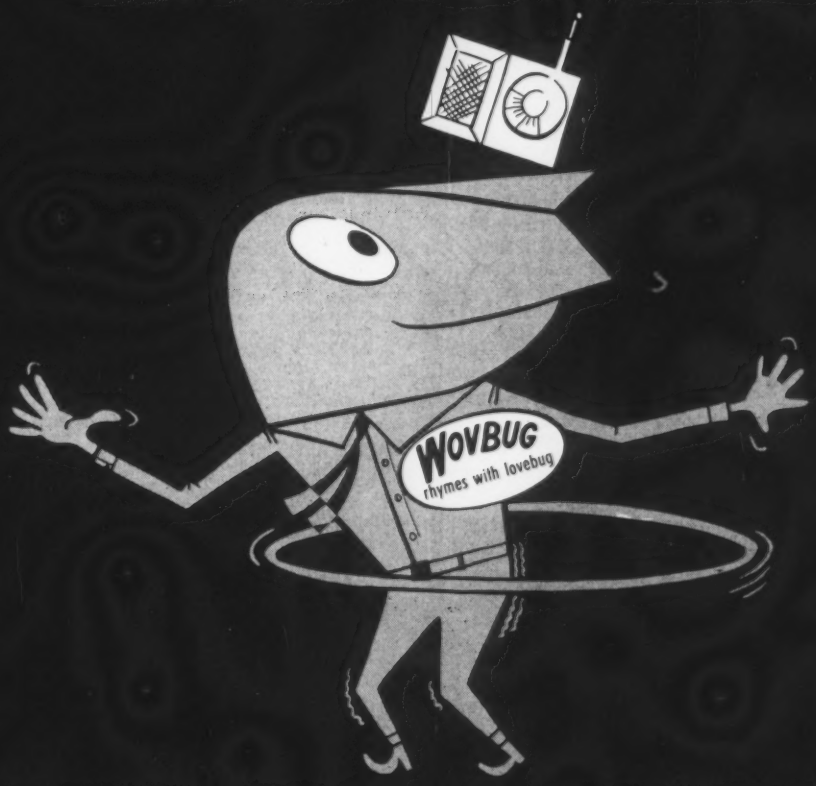
it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

first in the Negro Community



If you want to travel in circles — nothing tops the hula-hoop. If you want **the direct line** to the great Negro Community in the 17 county metropolitan New York area — we suggest WOV.

The metropolitan Negro Community is a growing community which has increased in population over 40% since 1951. It's a buying community whose income level rises every year. It's a community on the march whose million and a half people today reside in New York, New Jersey and Connecticut.

WOV is the only radio station in New York that reaches this market IN ITS ENTIRETY.

Why not ask for the complete factual booklet — "Maximum Sales in the Negro Market of New York". It's just completed. It's well worth your study. It's yours for a phone call.

WOV NEW YORK

Representatives: John E. Pearson Co.

NAME THE *NEW* KANSAS NETWORK

KAKE-TV

WICHITA

with Associates

KTVC and KAYS-TV

WIN AN INTEREST IN A PRODUCING OIL WELL!

GRAND PRIZE

"YOUR OWN OIL WELL" **$5,000 CASH** or a royalty share in a producing KANSAS OIL WELL, which may yield winner total income of $10,000 or more.

THREE OTHER FABULOUS PRIZES

SECOND PRIZE: A whole Grade "A" PRIZE-WINNING KANSAS BEEF processed and delivered to your desk, home or locker. Total retail value $400.00.

THIRD PRIZE: 50 Bushels of KANSAS WHEAT, from this year's bumper crop. Value $100.00 cash.

FOURTH PRIZE: Shares in BEECH, BOEING and CESSNA Aircraft, representing Kansas' great Aircraft Industry. Total present market value $100.00.

RULES FOR ENTERING CONTEST:

The contest is open to all Advertising Agency personnel, 18 years of age or over, living in the continental limits of the United States except employees (and their immediate families) of KAKE-TV, KTVC, and KAYS-TV, the KATZ Agency, and the Reuben H. Donnelley Corporation.

Read the facts about the three-station market which now blankets 70% of the TV homes in Kansas . . . then name the Network and state the reason for the name in fifty (50) words or less. Enter as many times as you wish, each entry must be accompanied by a different 50-word statement. Mail to NAME THE NETWORK, BOX 8500-A, CHICAGO 77, ILLINOIS, and include your name, address and the company for which you work.

Entries will be judged on originality, uniqueness, and aptness of thought. All entries will be judged by The Reuben H. Donnelley Corporation whose decision will be final. If the winning name is duplicated, final judgment will be on the basis of the originality, sincerity and aptness of thought of the accompanying 50-word statement. Entries must be the original work of the contestant and become the property of KAKE-TV, and none will be returned. All entries must be postmarked no later than midnight, December 12, 1958, and received no later than midnight, December 19, 1958. Your entrance in this contest constitutes full permission without further compensation for the use of your entry in any way KAKE-TV and its associates see fit.

Winners will be announced on January 19, 1959. KAKE-TV and associated stations will furnish an estimate of the well's present and future earnings to assist winner in choosing life-of-the-well income or $5,000.00 in cash. Duplicate prizes will be awarded in case of ties.

NETWORK FACTS:

KAKE-TV, Channel 10, Wichita, went on the air October 19, 1954, an ABC affiliate. Through superior facilities, personnel and production "know-how," a network ideally suited to the market, and the finest feature films available to television (MGM, Warner Bros., RKO, Columbia, and Universal) KAKE-TV has become Wichita's leading television station. In August of 1957 KAKE-TV was joined by associate station KTVC, Channel 6, Ensign, Kansas, serving the southwest area of the state.

September, 1958, KAKE-TV again expanded to include KAYS-TV, Channel 7, Hays, Kansas, in northwest Kansas. Now advertisers buying KAKE-TV, with associates KTVC and KAYS-TV, in a single buy, with special discounts, can reach 70% of the TV homes in Kansas. This single buy covers an area served by 32 radio stations . . . 36 daily papers . . . and 171 weekly papers. The KAKE-TV, KTVC, KAYS-TV combination reaches an area with 1,289,000 population and over a billion and a half dollars in retail sales. The KAKE-TV coverage area, up to this time and exclusive of the KTVC and KAYS-TV areas, has been known as KAKE-land with the KAKEman, a happy little Baker, as a symbol.

KANSAS FACTS:

Kansas is known as the "Sunflower" or "Jayhawker" state. The state song is "Home on the Range." Kansas population is 2,155,000 (S.R.D.S., 1958). Total personal income now approximately $3.4 billion annually.

MANUFACTURING: Kansas lists more than 3,250 plants turning out thousands of products ranging from glass fibers to bombers.

PETROLEUM: Ranking fifth in the nation in production of crude oil and sixth in natural gas, Petroleum is Kansas' greatest mineral asset.

AGRICULTURE: Kansas farmers are enjoying their greatest year in over-all agricultural production, with $1,369,052,000 in wheat returns alone. (An increase of $284,526,000 spendable income over last year.)

KAYS TV

KTVC

WICHITA KAKE-TV

abc

Represented by Katz Agency

'FORTUNE'—AND HOW IT WAS TOLD

- **TvB, CBS slam magazine for what it said—and didn't say—about tv**
- **ABC sees no evil, but calls critical article a 'brilliant distortion'**

Television leaders for the most part last week pounced angrily on *Fortune* magazine's article attacking television's present and questioning its future [ADVERTISERS & AGENCIES, Nov. 24].

In a detailed rebuttal, Television Bureau of Advertising charged the article omitted pertinent information and couched much of what it did say in a "near-pathological vocabulary." A CBS-TV inter-office memo analyzed and rebutted the article point by point. Brig. Gen. David Sarnoff, RCA board chairman, sent off to *Fortune* head Henry Luce a sharp letter denying he'd ever made a "plumber and pipe" statement attributed indirectly to him in the magazine. On another tack, ABC-TV President Oliver Treyz called the *Fortune* piece "a brilliant distortion" but disagreed "that *Fortune* was out to axe the networks."

TvB Counterattack • President Norman E. Cash, holding that "the entire business fraternity should be deeply concerned with the superficiality" of the piece, asserted: "We at TvB have always respected *Fortune's* objective analyses of other industries, but now that we have had an opportunity to see *Fortune's* analysis of an industry of which we have first-hand working knowledge, we must begin to question the thoroughness of these other industry analyses."

Mr. Cash said it "is both our duty and obligation to report some of the information we previously provided *Fortune* which failed to appear" in the piece. Among his points:

Of *Fortune's* statement that network profits had dropped from $85 million to $71 million, TvB said *Fortune* failed to mention networks' investments in new programs and facilities and video tape and color, which "can easily account for much of the $14 million profit decline and attest to their interest in better servicing the advertiser and the public."

Fortune compared tv profits with those of "the 500 largest industrial corporations" but not with other communications media, TvB continued, adding: "Such a comparison, if restricted only to the *Time-Life-Fortune* block, would have shown a decline of over $17 million in the first 10 months of 1958 revenue . . . with no published information concerning profit from this revenue."

Fortune's point that some time periods and programs were late in becoming fully sponsored this year, the TvB statement said, "completely overlooked and showed no apparent appreciation of the third-quarter recession which hit many industrial companies and delayed their future advertising plans in all media. . . . Equally overlooked was the fact that advertisers invested 5.5% more dollars in network television in the third quarter of 1958 than in the third quarter of 1957."

To the article's assertion that tv audiences are near saturation, TvB countered: ". . . If television homes increase by only 1% this year, it would be a bigger increase than *Fortune's* circulation level attained in 30 years."

TvB maintained that *Fortune* presented no evidence to back its claim that "the audience is getting choosier." Nielsen figures, according to TvB, show time spent viewing went from 4 hours 5 minutes a day in 1955 to 5 hours 9 minutes a day for the full year 1957. "The increase in network audience of 9% in the first 10 months of 1958 vs. the same period in 1957 has also been censored from *Fortune's* article," TvB declared.

Of the article's reference to Philip Morris' dropping *I Love Lucy* "because it wasn't selling cigarettes," TvB asserted: "*Fortune* ignores Philip Morris' current expenditures of $6,346,317 (Jan.-Sept. 1958) in television and *Fortune* also ignores the rapid re-sponsoring of *I Love Lucy* by other advertisers."

TvB continued: "Cadillac and Pontiac are cited as examples of automobiles not using television. In the 1951 *Fortune* article [on tv], they called attention to Chevrolet cutback in television and forget that in 1958 Chevrolet sponsors more television than ever."

CBS analysis • The CBS-TV inter-office memo analyzing the *Fortune* piece concluded that "the most important initial comment to be made is that this is not basically an original article." Side-by-side the analysis then compared some conclusions found in *Fortune's* 1951 anonymous article on "Tv's Time of Trouble" and the December 1958 piece by Richard Austin Smith.

Quotes from the 1951 article for which CBS-TV found comparable conclusions in the latest piece included: "An important percentage of the major tv market areas are already close to saturation"; "Tv's novelty is no longer glittering enough to mesmerize just any advertiser into continuing a $100,000 program"; "potentially subscription tv can open up a whole new world for movies and education . . ."

The CBS-TV study cited the latest *Fortune* article's assertion that "few tv dramas have ever received such nationwide acclaim" as Orson Welles' *Fountain of Youth* tv show. The memo said that "among the quotations from the reviews [author Smith] adduces in support of [his] statement, none can be found from *Time*, *Broadcasting* or *The New York Times*. . . . *Broadcasting* and the *Times* didn't review it at all."

CBS-TV's study considered the article's reference to tv's "exotic economics" as "basically a forecast" even though "presented as a verdict."

To the article's talk of a tv "profit slump" this year, the memo offered rebuttals similar to those advanced by TvB, and added that Author Smith "neglects . . . to discuss the number of magazines that have been forced by economic crisis to merge or simply to go out of existence. . . . Nor does he make any mention of the fact that last year's income slump in television was due very largely to one company's troubles and that CBS has just posted the largest nine-month earnings in its history."

The memo offered these answers to *Fortune's* references to "a cost-price squeeze": "CBS Inc. revenues for the first nine months of 1958 indicated a 9.2% increase over 1957. Profits reflected a 20% increase. Television network and station operations were the primary contributors to this increase. The CBS-TV network during this period spent nearly 10% more for programs than in 1957."

The CBS analysis said, "The most in-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,926,000 people in the U. S. over 12 years of age during the week Nov. 14-Nov. 20. This is how they spent their time:

72.6%	(91,422,000)	spent 2,131.0 million hours†	WATCHING TELEVISION
58.3%	(73,415,000)	spent 1,007.8 million hours	LISTENING TO RADIO
83.2%	(104,770,000)	spent 448.2 million hours	READING NEWSPAPERS
35.8%	(45,082,000)	spent 220.9 million hours	READING MAGAZINES
26.8%	(33,735,000)	spent 390.2 million hours	WATCHING MOVIES ON TV
20.7%	(26,026,000)	spent 105.8 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 112,138,000 people over 12 years of age have access to tv (89.1% of the people in that age group); (2) 43,441,000 households with tv; (3) 47,856,000 tv sets in use in U. S.

credible and at the same time unexpectedly impressive testimonial to the strength of television comes in Mr. Smith's citing of [Albert] Sindlinger statistics in an effort to prove that the Edsel spectacular with Bing Crosby and Frank Sinatra cut the market for the car from 191,000 potential sales to 88,000. Mr. Smith is here postulating that television had such penetration that a single show was able to change the minds of half of Edsel's supposed customers."

"Another example of the never-never land in which *Fortune* seems to be operating is a single paragraph which first says that Hazel Bishop was ruined by television and then, a couple of sentences lower down—in the very same paragraph—quotes Sindlinger saying television 'is spectacularly good for such items as cosmetics, coffee and soap.' Hazel Bishop, of course . . . is a far more convenient example of a cosmetics-in-television, from *Fortune's* point of view, than Revlon. Revlon is a far bigger company and was made as big as it is by its brilliant use of television."

ABC-TV position • Oliver Treyz, president of ABC-TV, said: "The *Fortune* piece, for the most part, is a brilliant distortion.

"However, we disagree with the reports that *Fortune* was out to axe the networks. We acknowledge that *Fortune's* treatment is sincere. But *Fortune's* evaluation of tv is out of focus paragraph after paragraph.

"For example, *Fortune* describes *The Real McCoys* as a 'sorry' program. On the very day that the issue of *Fortune* was released, the Tv-Q service, which reflects the opinions of the American viewing public, reported that *The Real McCoys* is 'the' favorite program, in all the evening television, of the entire United States viewing public. From the standpoint of serving the public, it is fortunate that the networks program for the American people, not for the editors of *Fortune*."

Sarnoff Writes Luce, Denies 'Fortune' Quote

Brig. Gen. David Sarnoff, RCA chairman of the board, last week denied a statement attributed to him in *Fortune* magazine's article on television. Here is the text of a letter which Gen. Sarnoff wrote Henry Luce, editor-in-chief of *Fortune* (and of other Luce publications):

"An article entitled 'Tv: The Light that Failed', in the December issue of *Fortune*, attributes the following statement to me in relation to network television: 'We're in the same position as a plumber laying a pipe. We're not responsible for what goes through the pipe.' *Fortune* does not say that I made this statement to any of its representatives. It says that it was the 'viewpoint' I 'once expounded' to John Crosby. Yet it quotes *me*.

"I categorically deny that I ever made the quoted statement to John Crosby or to anyone else. It is in direct conflict with my convictions and record.

"On various occasions I have compared the transmission facilities of wireless communication to a system of pipes laid by a plumber. For example, in an address I made at John Carroll U. in Cleveland, June 12, 1950, I told the following anecdote in connection with my early work as a boy in wireless communication:

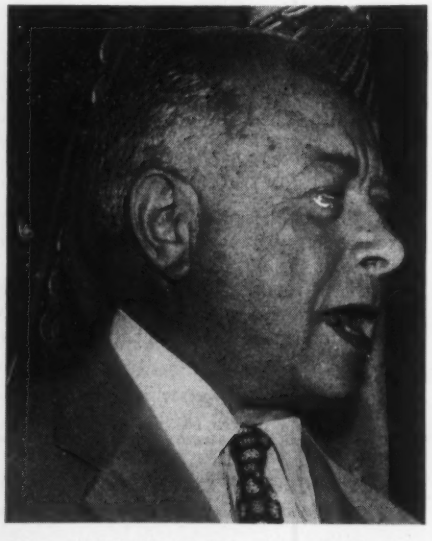
" 'One night when I came home my mother said that neighbors had asked her what sort of work I did. When she told them 'wireless', they didn't understand and she could not explain it. I said, "Well mother, neither can I, so just tell them that I am a plumber." So the neighbors looked upon the mysterious wireless as plumbing, and actually that was not so far wrong, because ever since I have been laying pipes in space.'

"Never have I disclaimed or questioned the broadcaster's responsibility for the programs he transmits. To suggest that I have done so is to fly in the face of the consistent record of my words and deeds over more than 50 years of my career in radio and television. To cite one of many examples of my statements on this subject, I quote from an address before the Advertising Club of Washington, D. C. on Sept. 20, 1955, in which I said:

" 'Radio-television happens to be an industry and an art whose power for affecting life in all its diversity is almost incalculable. That power implies responsibility, in terms of improving and enriching the nation's life. Under the surface of our busy affairs on the commercial level, we are also engaged in helping to shape contemporary civilization. In the long-run those in the industry who do not take cognizance of this deeper purpose will not survive in this field.

" 'It is well for all of us in the industry, and those utilizing its facilities, to keep clearly in mind at all times the potential for good and evil at our disposal. We must regard it as a public trust, not merely another business. Radio and television are wonder-working instruments in our hands. We must dedicate ourselves to using them well and wisely.'

"My recognition of the responsibility of broadcasting goes back to its early days, when I brought to the National Broadcasting Co. Dr. Walter Damrosch and his *Music Appreciation Hour*, grand opera from the Metropolitan Opera House, Dr. James Rowland Angell, former President of Yale U., to direct NBC's educational programs and Maestro Arturo Toscanini to lead the NBC Symphony Orchestra, the first such orchestra especially created for network broadcasting.



GEN. SARNOFF: *Falsely Quoted, He Says*

"The same recognition of the broadcaster's responsibilities continues to the present day, and is fully shared by the management of NBC. NBC assumes full responsibility for programs broadcast over its facilities. This responsibility encompasses maintenance of a balanced schedule, consisting not only of broad appeal entertainment programs, but also presentations designed for specialized intellectual and cultural interests. In the latter field, the NBC management consistently encourages and presents such programs as *Continental Classroom*, the NBC Operas in English, *Meet the Press* and a wide range of special presentations embracing great music, the classics of literature, science, news and public affairs. This is the kind of programming that 'goes through the pipe,' and NBC is responsible for it.

"It is interesting to note that the last time Mr. Crosby interviewed me was on July 8, 1953—more than five years ago. This was in connection with an article on broadcasting for your magazine, *Life*. Shortly after the interview he sent me his manuscript of the article for my files. It did not contain either the statement now quoted in *Fortune*. nor anything like it. Mr. Crosby informed me later that *Life* rejected his article for publication.

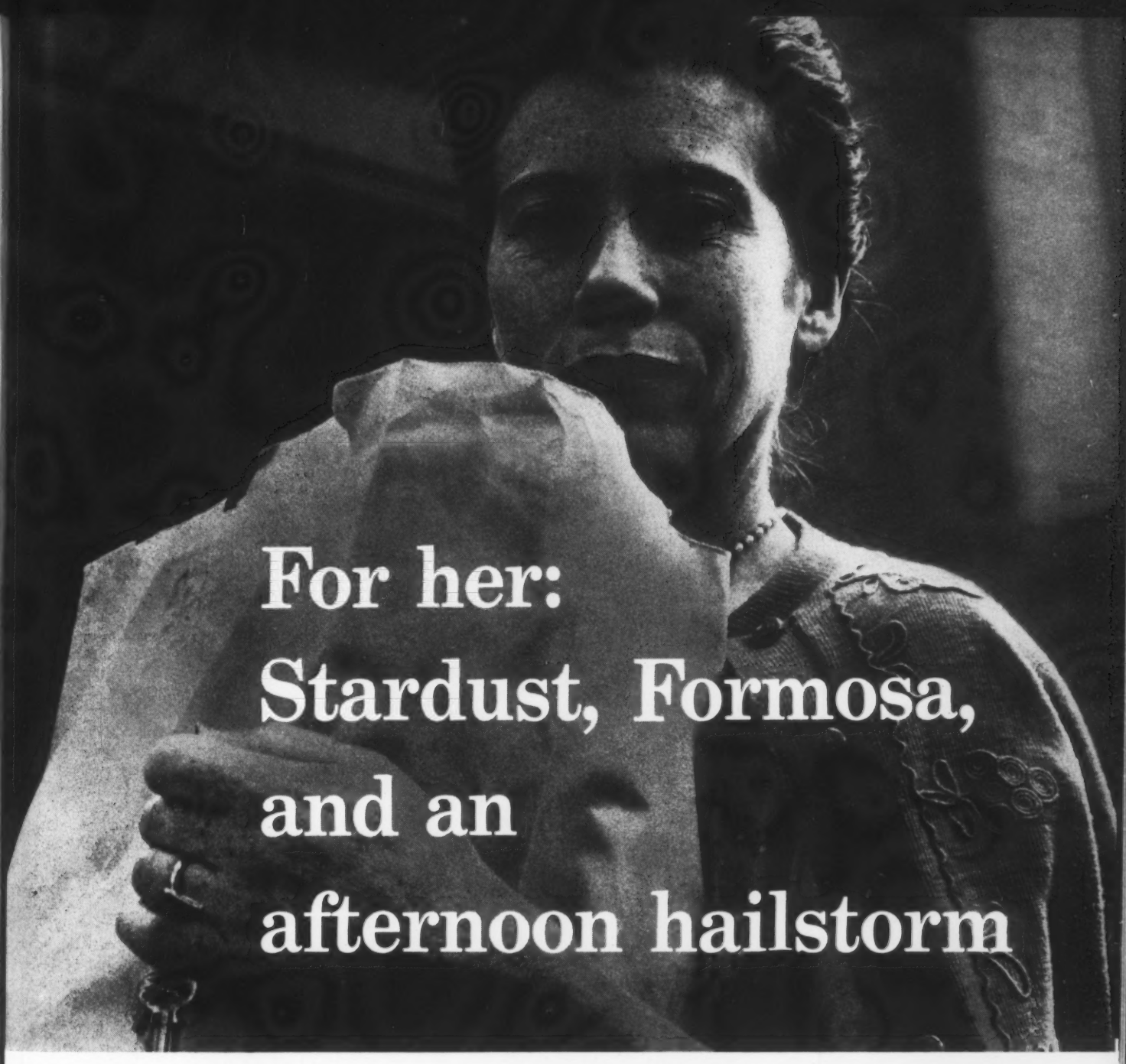
"Soon afterwards, on Nov. 18 and Nov. 20, 1953, Mr. Crosby devoted two of his columns in the *New York Herald Tribune* to our interview. Neither article contained the statement now quoted in fortune nor anything resembling it.

"If I had made such a statement to Mr. Crosby, surely he would have used it himself in the manuscript of his article submitted to *Life* magazine, or in his own newspaper columns when the interview was still fresh in his mind, instead of having it published secondhand in an article by *Fortune* more than five years later.

"Unfortunately, *Fortune* did not trouble to solicit my views about broadcasting, or even to check with me before quoting me. Had it done so, I would have had the opportunity to correct this obvious misstatement, to present my convictions, and to show how they have been fulfilled in practice. Since this opportunity was not offered me, I request that you publish this letter in full in your next issue so that your readers may be disabused of a false and unfair impression."

Jensen Opens Own Agency

Melvin A. Jensen, executive vice president of Robinson, Jensen, Fenwick & Haynes, L.A., has resigned to open his own agency, Melvin A. Jensen Advertising. The address will be 6505 Wilshire Blvd., L.A.; telephone: Olive 3-6910. Louis Wolstoncroft will be office manager.



Music, news and service. KEX creates a fine balance of programming that meets the modern radio needs of the whole Northwest. Seven talented local personalities. A careful musical blend of pop tunes, standards and new releases. Lively on-the-spot local news covered by the outstanding radio news staff in Oregon. Complete, authoritative national and international coverage. Weather and traffic reports, time checks, where-to-go, what-to-do. Vital public service programming. These give KEX a distinct station personality and the kind of appeal that listeners habitually respond to.

It takes a knowing touch to strike the balance that pays off in audience leadership. Like all other Westinghouse Broadcasting stations, KEX has this winning combination. The right local talent. Leadership. Top-rated programs. They go together to serve the people of the area like no other station can. This is why *no selling campaign is complete without the WBC stations.*

KEX Portland, Ore.

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

ARB READY TO DISARM BLOCKBUSTERS

Expanded Arbitron, more frequent measurements to detect rating hypos

The blockbuster is about to lose its boom.

Loaded tv audience ratings hypoed by famous movies during rating week will disappear, according to American Research Bureau. A defense against these blockbusters has been announced by James W. Seiler, head of ARB.

When the defense becomes fully operational in 1959 it will be difficult for one station to buy up enough high-power movie attractions to distort station ratings materially, Mr. Seiler said.

Here are the weapons ARB will use to counter blockbusting attacks:

- A big increase in its new One Week-Four Week rating service, which shows weekly figures and monthly averages.
- Spread of its automatic Arbitron service to three major markets as Chicago and Los Angeles join New York City in providing instantaneous and daily electronic ratings.
- A seven-city Arbitron network augmenting the separate Arbitron reports of the three major markets.

This new ARB rating package, plus publication in its reports of special rating-week promotions by tv stations, will tame the blockbuster in 1959, Mr. Seiler says.

One Week-Four Week is an audience measurement method that combines the advantages of the present one-week rating with a month-long report that can't very well be loaded with spectacular movies.

Arbitron is one of the hottest items in the history of audience measurements [ADVERTISERS & AGENCIES, Dec. 23, 1957]. It is an electronic device that feeds the tune-in of a tv set into a central board where flashing lights show channel selection and changes instantly as they occur. ARB introduced it earlier this year in New York. Timebuyers observe the flashing lights as they study audience tune-in. The board figures are processed overnight to provide daily audience figures for every day of the year.

Another rating-loader, special station contests and promotion during rating week, is handled in a simple way by ARB. Each published ARB rating report contains an announcement of contests conducted by stations during the rating period plus a description of the technique used. Stations dread this publicity and ARB is effectively handling the problem, according to ARB.

ARB's One Week-Four Week plan, like Arbitron, is practically immune to the impact of blockbusting movies, Mr. Seiler said. It is based on a normal one-week rating that puts a direct spotlight on station programming, providing fast reporting based on diaries placed in the homes of viewers. This method has a built-in sensitivity to audience fluctuations.

Back-stopping the one-week ratings is a four-week report that provides averages protected against weather, network spectaculars, contests and special advertising promotions—plus, too, the immunity against blockbusters.

Mr. Seiler said agency timebuyers have been haunted for years by the famous old movies planted during rating week. Stations long have known when ARB diaries are placed in homes as well as when other research firms are conducting telephone coincidental, aided-recall and other types of surveys.

The famous movies of the past, rich with glamorous talent and backed by fantastic promotion, leave their impact on survey ratings. Stations not equipped with these costly film libraries often charge that rating-week results simply don't reflect normal listening patterns because programs are loaded with costly films.

For example, a Salt Lake City station in late 1956 featured a rating-week film based on the life of Brigham Young, prompting ARB to conduct a secret week survey in the market for its next report. This study was felt to be relatively foolproof since dummy diaries were used during a month-long test.

Next ARB tried out the One Week-Four Week plan in Sacramento, Calif., as a test. It had been tinkering with the idea for months. The results were used for internal study and never published. In April 1957, the One Week-Four Week plan was tested a second time in Houston. Delighted with the

WHICH WAY IN WICHITA?

An ARB example in Wichita, Kan., viewing during a known rating week and a secret week shows the need for a formula that removes the objections ascribed to a known rating-week survey:

IN ANNOUNCED RATING WEEK: FEB. 11, 1958

THE WICHITA TELEVISION AUDIENCE — Tuesday, February 11, 1958

TIME	PROGRAM	STATION	RATING	Men	Women	Children	Viewers per set
8:30 P.M.	Bob Cummings	KARD	18.7	32	39	29	2.4
	Warner Bros. Premiere	KAKE	24.1	32	42	26	2.4
	Red Skelton	KTVH	26.4	26	37	37	2.7
	Sets in Use		69.2				

IN SECRET RATING WEEK: FEB. 4, 1958

THE WICHITA TELEVISION AUDIENCE — Tuesday, February 4, 1958

TIME	PROGRAM	STATION	RATING	Men	Women	Children	Viewers per set
8:30 P.M.	Bob Cummings	KARD	28.9	26	52	22	2.2
	Warner Bros. Premiere	KAKE	17.2	32	35	33	2.6
	Red Skelton	KTVH	26.1	34	49	17	2.2
	Sets in Use		72.2				

Special programming involving movie packages was suggested as the reason for the differences between these two one-week surveys taken in Wichita on successive weeks. The Feb. 11 figures are based on ARB's announced rating week. The Feb. 4 figures were taken by ARB during a secret, unannounced week unknown to any station.

IN TULSA: UP & DOWN LIKE GUSHERS

In Tulsa a station had replaced network programs with strong movie programming, *Award Theatre*, with highly successful results, judging by the ratings. The following Tulsa figures were taken over a three-month period:

IN ANNOUNCED RATING WEEK: NOV. 19, 1957

Sets in Use	STATION	RATING	Men	Women	Children	Viewers per set
7:00 P.M. George Gobel	KVOO	14.2	33	46	21	2.5
Phil Silvers	KOTV	9.7	26	37	37	2.3
Cheyenne	KTUL	48.3	36	30	34	2.8
Sets in Use		72.2				

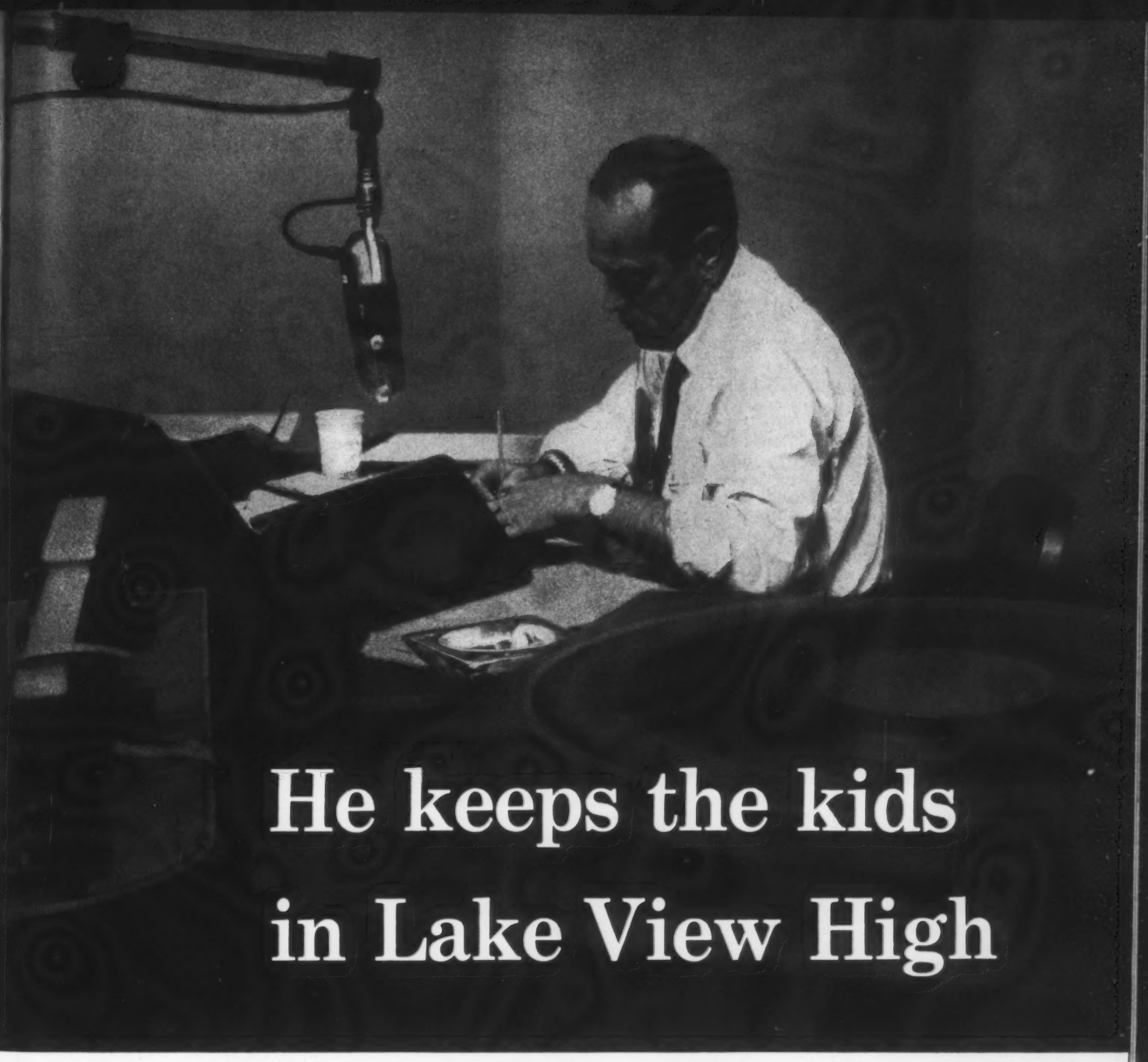
IN ANNOUNCED RATING WEEK: FEB. 11, 1958

Sets in Use						
7:00 P.M. George Gobel	KVOO	6.4				
Award Theatre	KOTV	37.2	30	38	32	2.7
Cheyenne	KTUL	28.7	30	28	42	2.9
Sets in Use		72.3				

ONE WEEK-FOUR WEEK: MAY 1958

Sets in Use	STATION	1 WEEK RATING	4 WEEK RATING	MEN	WOMEN	CHILDREN	VIEWERS PER SET
7:00 PM Eddie Fisher*	KVOO	13.0	15.0	32	53	15	2.0
Award Theatre	KOTV	25.0	17.7	32	41	27	2.4
Sugarfoot *	KTUL	17.6	27.5	31	34	35	2.6
Sets in Use		55.6	60.2				

* Change in programming during four-week period.



He keeps the kids in Lake View High

His name is Howard Miller. Occupation: disc jockey . . . and salesman for education. Why a salesman for education? Because U. S. Board of Education statistics show a 40% student "dropout" between the ninth and twelfth grades. As the most-listened-to station in Chicago, WIND used its talent to convince students and parents that "the greatest danger is dropout, not fallout." Howard Miller led this drive, turning his tremendous selling power to serve an important community purpose.

Time Magazine calls Miller America's No. 1 disc jockey. He's the kind of top local personality you find on all Westinghouse Broadcasting stations. Personable, talented, colorful—they attract and influence huge audiences. Teenagers listen to them. Adults listen to them. Advertisers love them. This is why *no selling campaign is complete without the WBC stations.*

WIND Chicago

Represented by AM Radio Sales

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

ROLLER-COASTER RATINGS IN L. A.

	Sets in Use	STATION	1 WEEK RATING	4 WEEK RATING	Men	Women	Children	Viewers per set
9:30 P.M.	Person to Person 1	KNXT	22.3	9.0	42	56	2	2.2
	Big Moment	KHCA	3.5	5.4				
	Feature Film	KTLA	1.8	3.6				
	Date with the Angels	KABC	7.0	8.4	25	57	18	2.1
	Channel 9 Movie Theatre	KHJ	2.6	3.2				
	Big Friday Movie	KTTV	10.6	12.6	32	40	28	2.4
	Crown Theatre	KCOP	5.0	3.0				
	Sets in Use		52.8	45.2				
9:45	Person to Person 1	KNXT	22.7	8.8	40	56	2	2.2

Wide variances in ratings for one week and four-week averages are demonstrated by this Los Angeles measurement in September 1957:

Results for the one-week data were taken from additional sampling placed during the last week of the four-week survey. The program titles are those telecast during this last week. The *Person to Person* telecast was the first of the new 1957 fall series. Audience for this program is shown by the one-week rating of 22.3. The four-week period, however, covered three telecasts of the summer replacement which in a previous month's survey had been rated 6.1. The four-week rating of 9.0 reflects the high average of *Person to Person* and the lower ratings of the summer replacement.

This summary also shows how *Person to Person* cut into the audiences of other programs in the time period. ARB explained an audience evaluation for an announcement, based on the four-week average taken alone, would be understated for *Person to Person* and overstated for any other program during the time period.

results of these two tests, Mr. Seiler and his organization went around to agencies with the figures. Agency people, too, were enthusiastic.

Now Mr. Seiler figures ARB is ready to make timebuyers' dreams come true by offering a new research package designed to silence the blockbuster and beat the promotional gimmicks. In 1959 the complete ARB service will include:

1—Arbitron daily reports based on seven-market network program measurements (New York, Chicago, Cleveland, Detroit, Philadelphia, Baltimore, Washington).

2—Twice-monthly national network program reports, continuing the existing ARB network reports (principal week and supplementary report for alternate weeks).

3—Three daily Arbitron services in major markets. New York is now operating; commercially service Arbitron reports will start in Chicago Jan. 1, and Los Angeles will follow a little later.

4—Monthly one-week local market reports in the next 17 top markets, similar to the present ARB monthly service.

5—One Week-Four Week reports in 100 markets from two to 10 times a year.

All this adds up to a 150-city package ARB will deliver in 1959, though some parts of the One Week-Four Week project won't be completed until spring.

The One Week-Four Week plan is simple. It is based on ARB's regular diary system by which families keep daily tv tuning records for a full week under supervision of ARB interviewers. An average of 300 usable diaries is obtained in each market during a normal rating week.

One Week-Four Week is based on this type of diary schedule for a market:

√ One week—Full sample of a total of 300 diaries.

√ Three weeks—Additional samples of 75 separate diaries for each week.

The one-week 300-diary provides (1) a rating-week report similar to past ARB reports, and (2) a sample that is then proportionately (one-fourth) combined with the three other weeks, each based on 75 diaries, to produce a fourth-week average based on the equivalent of 300 diaries.

This means there are 75% more diaries tabulated for One Week-Four Week reports than the former single-week study, according to ARB.

Since all studies can be compared on the same base—the individual program ratings — they also permit valid comparisons to be made between various reports which are incorporated in ARB's complete service.

The combined ARB package will be a boon to timebuyers, according to Roger Cooper, ARB station relations director. He said, "Regular research information will now be provided on performance of network and local programs in a large number of markets. This will enable network advertisers to evaulate program performance on a market-by-market basis. The spot buyer can use more facts and less guesswork in choosing best availabilities.

"ARB's complete service will have a tremendous effect on tv timebuying in 1959. A huge part of the tv purchasing dollar is spent in the first 100 markets and four-fifths of these are dependent on One Week-Four Week reports."

"With tv costs steadily rising this flexibility becomes increasingly essential to sound programming and buying decisions."

These are the advantages ARB claims for its newly expanded service and revised techniques.

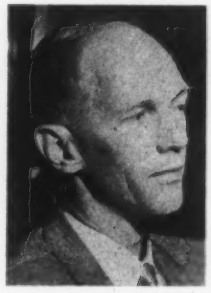
They provide a potent weapon to combat attempts to pack the rating figures, ARB believes, perhaps performing a statistical feat by reducing the boon of the blockbuster to a futile puff.

The apparent effect of weather conditions on viewing levels was illustrated in a Columbus, Ohio, example. Comparison of sets-in-use for three days of two one-week surveys conducted last summer follows:

Day and	Time	Weather	July	Weather	August
Mon.	Noon	Showers	29.0	Fair	21.8
Thurs.	4:30 p.m.	Rain	22.9	Fair	18.0
Fri.	7:00 p.m.	Rain	24.9	Fair	18.8

The one-month test of One Week-Four Week in Houston had showed that the technique is able to detect and measure a variation in program ratings from week to week, whether caused by promotion, weather or other factors. This test convinced ARB that a station can control ratings to some extent by blockbusters and gimmicks. One station increased its 10 p.m.-midnight, seven-day share of audience by 40% during the one-week portion of the survey as compared with its four-week figure. The other stations decreased their shares during the major rating week by 12% and 18%.

ARB felt that by combining Arbitron and One Week-Four Week it could (a) cope



MR. SEILER

MR. COOPER

with rating-week influencing gimmicks and (b) still make possible informed buying of specific programs (and adjacencies).

Agencies voiced enthusiastic approval of One Week-Four Week surveys conducted in over two-dozen markets during a 12-month period starting in May 1957, according to ARB.

EASTERN RADIO COPY NIXED BY STATIONS

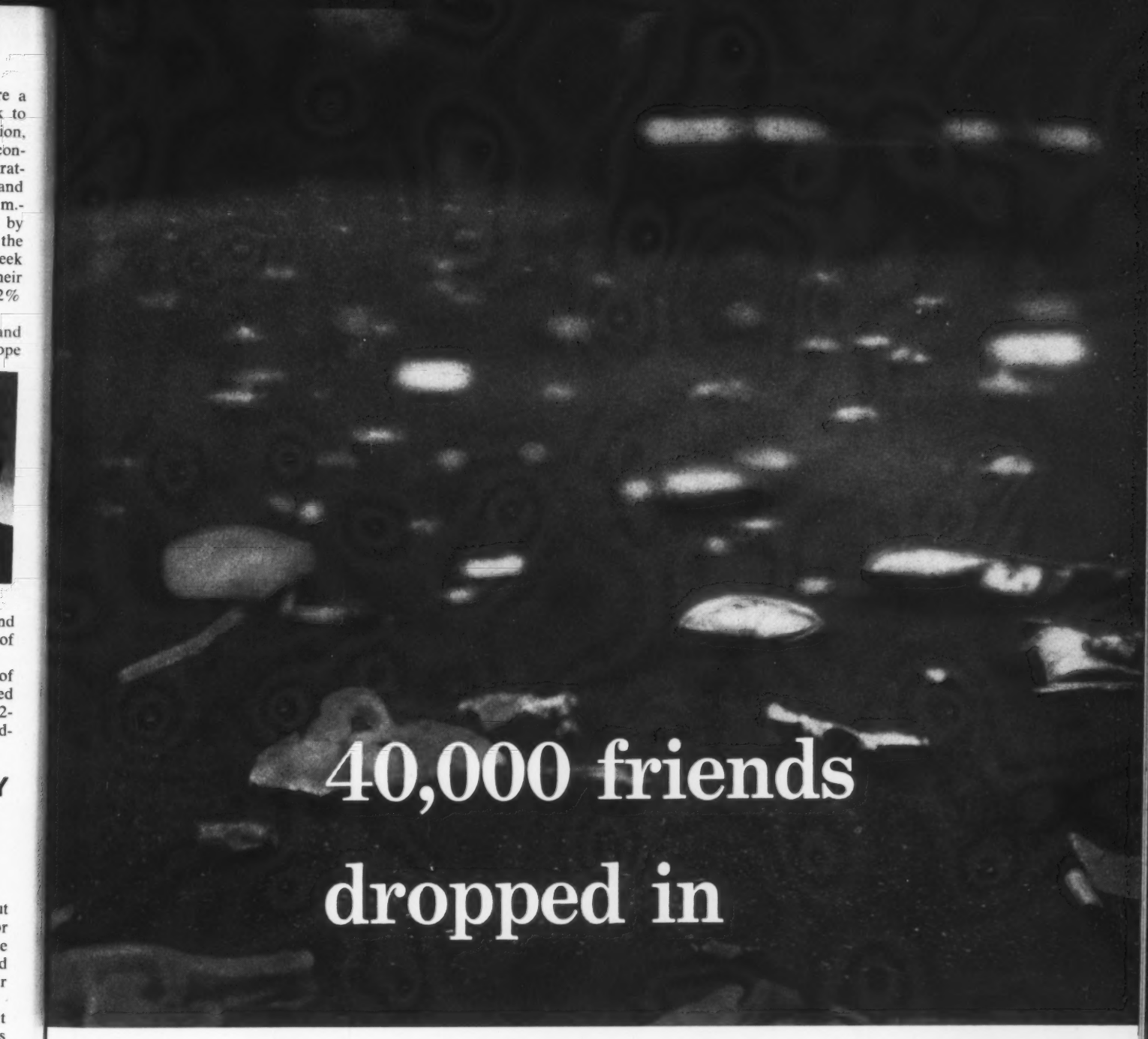
- **Strike spots 'unacceptable'**
- **Radio schedules suspended**

Eastern Air Lines—which spends about $800,000 a year in spot radio in 53 major eastern and midwest markets to promote its Miami-bound flights—last week found itself grounded on two fronts: from the air and off the air.

Its 188 planes strike-bound by a walkout of 550 members of the Flight Engineers International Assn. and 5,383 members of the International Assn. of Machinists, Eastern last week tried to tell management's story on its spot schedules. But in numerous instances, the stations prop-washed the copy right back to the agency as "unacceptable." Eastern thereupon asked for a suspension of its contract with these stations pending settlement of the labor dispute. Most stations agreed to this and said they would not penalize Eastern by canceling frequency discount clauses and agreed to "reserve" Eastern's time slots.

With the agency, Fletcher D. Richards Inc., New York, declining comment, it was impossible to determine the number of stations refusing the "emergency copy" (see box), but it was learned there were at least 10-12 stations that wasted no time in grounding the airline client.

Most of the stations queried gave as the reasons for their action: (1) hesitancy to get involved in labor disputes outside the



40,000 friends dropped in

WBZ Boston threw a whale of a party in Brockton, Mass. On Sept. 22, WBZ aired its first announcement for the Brockton Block Party, a fund-raising promotion to aid the Old Colony Association for Mental Health. Three days and 51 spot announcements later, a crowd of 40,000 showed up. A great community project . . . and graphic proof that WBZ is far and away New England's most powerful voice.

You measure the worth of a station in power, coverage, ratings. That's only part of the story. WBZ, and all the Westinghouse Broadcasting stations, are interested in people and active in community affairs throughout their coverage areas.
This interest gives the WBC stations their character and impact. People believe what the WBC stations say. And that helps you sell. This is why
no selling campaign is complete without the WBC stations.

WBZ Boston + WBZA SPRINGFIELD

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . . at an AMAZINGLY LOW, LOW COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

LUMBER — BLDG. — HARDWARE SALES
$192,022,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

Represented by Gill-Perna

broadcasting realm, (2) fear of antagonizing unions which might strike the station in a sympathy move, (3) station policy prohibiting use of paid time for non-political, controversial topics, (4) the "inability" to give both sides of a controversy within a minute's time and (5) the problem of granting "equal time."

In New York, citadel of Eastern's operations, only three out of six stations regularly carrying Eastern commercials carried the copy the first day. The morning after, the three—WOR, WCBS and WABC—had second thoughts and asked to be let off the Miami hop. WRCA, WNEW and WMGM carried no Eastern "strike copy." Network-owned stations, had they wanted to carry the Eastern spots, would have been forbidden by the networks. WABC New York, for example, was told by the ABC continuity acceptance department that it could not sanction controversy cropping up in the news program (Eastern sponsors the local Charles F. McCarthy news strip). ABC suggested that Eastern buy a program in which it might fully detail its case but this suggestion apparently was ignored. So was WOR New York's offer of paid "equal time" to the striking unions. (WOR, declining to allow personality John Gambling to become embroiled in controversy, asked the Richards agency to transcribe its "strike commercials"; this suggestion, too, was spurned and the contract suspended.)

Speaking on behalf of three CBS-owned radio outlets carrying Eastern's regular schedule—WEEI Boston, WCBS New York and KMOX St. Louis—CBS Radio vice president Jules Dundes told BROADCASTING: "Its copy went a shade beyond the aspect of merely informing listeners that Eastern's superlative service would be temporarily halted . . . into the discussion of inflammable issues." CBS, he added, "does not sell controversy within a framework of entertainment." It could not be determined whether three CBS radio affiliates—represented by CBS Spot Sales—had accepted or rejected the copy. They are WBT Charlotte, WMBR Jacksonville and WTOP Washington.

It's understood that the agency is particularly vexed over this problem of what to do with long-term schedules in event of unexpected interruption in service. It cannot rightfully ask for "stop-and-go" availabilities much as an umbrella advertiser might demand of a newspaper, nor can its client afford to sustain paid schedules when there is no service to sell. The Richards agency, it is learned, holds no brief against the stations which have rejected its ads, but it is gritting its teeth for being damned both ways.

Explains one station representative: "The agency looks at it this way. They'll read newspaper editorials that more or less echo the commercials and rightfully regard these editorials as something they didn't order or have to pay for. But when they're willing to spend money in order to tell their story to a vast listening public that might not be reached by this paper, they're told they cannot do so. It's tough. . . ."

So would be the lot of the station operator. Said one last week: "Hell, were we to accept this kind of propagandizing in the guise of advertising we'd soon have nothing but hundreds of crackpot groups as well as legitimate organizations buying time under the 'equal time' theory and we'd have little else on the air. . . ."

GROUNDED COPY

Drowned out by the roar of continuity acceptance was this "live" one-minute commercial for Eastern Air Lines, written by its agency, Fletcher D. Richards Inc.:

"Here is a message from Eastern Air Lines to its passengers and citizens of this community. The flight engineers union and mechanics union have refused to accept the recommendation of the President's fact-finding boards and have called strikes against Eastern Air Lines, forcing the company to suspend all operations. The strike of the flight engineers was brought about by the refusal of the union to permit its members to acquire, at company expense, additional flight training which Eastern Air Lines considers necessary for jet operations and which the Presidential Board recommended.

"The International Assn. of Machinists also refused to accept a recommendation of a Presidential fact-finding board and called their members out on strike. Eastern deeply regrets the inconvenience and hardship this unnecessary strike is imposing on its hundreds of thousands of passengers, on the travel and business enterprises which depend on Eastern's services and on Eastern's 60,000 employes. Eastern Air Lines sincerely hopes that the flight engineers union and the International Assn. of Machinists will recognize their own as well as Eastern's responsibility to the public so that service may be resumed promptly."

Nielsen Station Index To Cover 100 Markets

Expansion of the Nielsen Station Index from the present 40 markets to 100 markets by the fall of 1959—whether purchased or not initially—was announced Tuesday (Nov. 25) by Henry Rahmel, executive vice president and broadcast division manager, A. C. Nielsen Co., Chicago. Individual market tv coverage reports also will be made available.

Mr. Rahmel said Nielsen is aiming toward "a complete local television service, reporting on both program audience and station circulation for all tv markets." This combination also will provide full local details on all national, regional and local campaigns to the users of the national Nielsen tv index, he said.

Complete details of the Nielsen expansion are to be disclosed tomorrow (Dec. 2) before the Timebuying Seminar of the Radio

His Sponsor paid 14¢

He paid it entirely in pennies. Other sponsors sent nickels, dimes, dollars.
Together they created the Fort Wayne Fine Arts Center, with Radio Station WOWO
and its talent spearheading the drive. For almost a year,
WOWO aired local operettas, symphonies, spots, to build nickel by nickel,
this center that any city would be proud of.

No wonder WOWO gets action. WOWO's powerful 50,000-watt voice creates
its own rich, responsive, three-state market . . . 37th largest radio market in the U. S.
Like all Westinghouse Broadcasting stations, WOWO
wins people because it is dedicated to local needs, tastes, and problems.
People respond to this interest—time after time after
time. That's why *no selling campaign is complete without the WBC stations.*

WOWO Fort Wayne

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

& Television Executives Society of New York. Expansion plans were previewed in a registration Nov. 20 of a proposed public stock offering with the Securities & Exchange Commission [AT DEADLINE, Nov. 24].

In radio, plans are under discussion to update the radio coverage survey, Mr. Rahmel said. Expansion of local program rating service to additional radio markets is "dependent primarily on station needs."

Increased reporting frequency in many markets was cited by Mr. Rahmel, who also said plans are being discussed with advertiser, agency and network clients for fast multi-city service in 8, 12 or 24 markets. Nielsen's instantaneous tv service is to begin commercially in New York by March. Nielsen's Canadian subsidiary plans to begin station audience measurement in Toronto in early 1959 and field work for a radio-tv coverage survey for Ontario is now underway.

Christmas Early in Baltimore As Judge Orders Ad Tax Rebate

Over $1.25 million in advertising taxes collected by Baltimore City during 1958, as of Nov. 20, are scheduled for refund in the wake of an order by Circuit Court Judge Joseph L. Carter, last week.

On Nov. 21 the Maryland Court of Appeals had refused a Baltimore city petition to hear re-argument of the city's tax case. The state court declared the ad tax illegal last month [AT DEADLINE, Oct. 20]. The initial ruling on the ad tax came from Judge Carter last summer, when he declared the tax an impediment to freedom of the press.

Baltimore enacted the tax last November to begin Jan. 1, 1958, but repealed it last spring, effective Jan. 1, 1959. The tax consisted of a 4% levy on the purchases of advertising time and space and a 2% levy on the gross receipts of broadcasters and publishers handling advertising. City officials last week pointed out that they still have 90 days from the time of the Court of Appeals mandate to seek appeal—to the U.S. Supreme Court. Judge Carter's refund order is to be obeyed "on or before Dec. 10."

INTERNATIONAL COUP

Gotham-Vladimir Adv., New York —an international advertising agency which rarely makes domestic news—last week pulled off a coup of sorts by acquiring the complete international advertising program of American Tobacco Co. Previously handled in part by BBDO and a "network" of local agencies, the account is described by Board Chairman Irwin A. Vladimir as "one of our biggest" and with "sizable" broadcast expenditures—particularly in Latin America. All American cigarette products—Lucky Strikes, Pall Mall, dual filter Tareyton and Hit Parade—will be handled overseas by Gotham-Vladimir.

C&W, BBDO CHIEFS LIMIT AGENCY ORBIT

- **Disclaim tastemaking role**
- **Sound off on WNTA-TV show**

Though advertising's prime role is as a mover of goods from shelf or showroom to the consumer, there are limitations to its "influence" in at least three controversial areas: in "upgrading" tv entertainment, in misuse of program ratings and in political campaigns.

This is the substance of a public discussion on a late night, local telecast Tuesday (Nov. 25) in which two well-known advertising agency practitioners participated.

The practitioners: John P. Cunningham, Cunningham & Walsh's board chairman, and Robert L. Foreman, BBDO's executive vice president.

Their Comments:

(1) On lifting taste in tv—Advertisers and their agencies would attempt to upgrade tv considerably, if the demands to sell goods so dictated. But the agency, noted Mr. Cunningham, is not concerned with taking the "lead" because "our job is to adapt the arts toward one purpose: to sell goods."

(2) On program ratings—They are misused by some in the field who pay more attention to "fractional nonsense" than on the light ratings sheds on relative trends, that is, whether a show is going up over a period of time or declining in the face of its competition. So stated Messrs. Foreman and Cunningham, who also agreed that ratings were not, as often charged, "statistically unsound." Stressed was a program which had a specific job to do for the advertiser, irrespective of rating competition.

(3) On political candidates—Mr. Foreman, whose agency has been active in handling campaigns for the Republican party, said that constant "repetitive use" of spots hurts rather than helps a candidate; Mr. Cunningham referred to C&W's current study underway on the "before and after" effects of tv on the New York victory of Governor-elect Nelson A. Rockefeller, saying it was the in-person appearance of the candidate on tv and not the slotting of commercials that made for winning candidates.

Panelists • The program was *Open Mind*, a "talkathon" telecast live by WNTA-TV New York. Last week's show started at 11 p.m. and wound up at 12:15 a.m. Also taking part: host David Susskind, partner of Talent Assoc. Ltd., packager of such network properties as CBS-TV's *DuPont Show of the Month* and *The Armstrong Circle Theatre* (BBDO is agency on both these shows); Martin Mayer, author of the best-selling *Madison Avenue, USA* and Marya Mannes, radio-tv critic for *The Reporter* magazine, and author of *More in Anger* [IN REVIEW, Nov. 24].

During the program, Mr. Foreman, who earlier in the show blamed "publicity" for having perpetuated the "myth" of the adman, admitted that the agency might be "bastardizing" the public arts. He also explained that what might be good in tv programming for DuPont (sponsor of a Susskind series) may not necessarily be good for a soap company (Lever Bros. is also a BBDO client). Mr. Cunningham echoed this sentiment, that the aim of package goods advertisers is to move low-ticketed items off the store shelves and "if you don't reach this mass market," someone else will.

Mass Medium • Television, said Mr. Foreman, is far too expensive a medium to "be selective," in reaching certain types of audiences, and that he "many times" dissuades clients seeking such audiences from using tv "since they would be wasting their money." Mr. Susskind disagreed. Pointing to the low-rating (19.6 Trendex) of *An Evening With Fred Astaire* he said that this "marvelous" show "probably" got "precisely the type of audience Chrysler Corp. wanted to reach" and that many automakers might be sadly mistaken in their "reckless pursuit of millions." This, in turn, led to the question of should carmakers sponsor westerns? Mr. Cunningham said no, feeling that the

MR. CUNNINGHAM

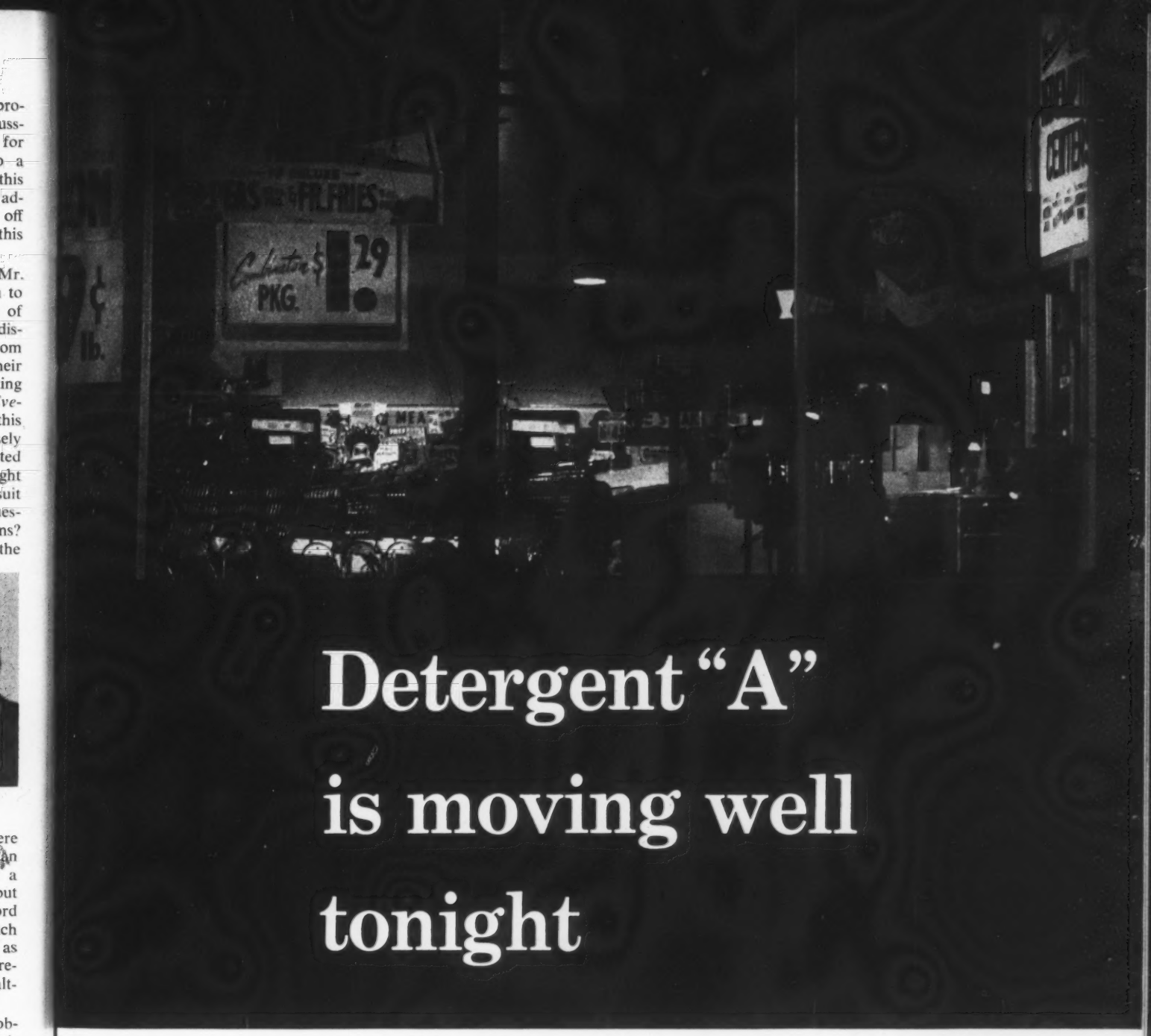
MR. FOREMAN

brand image was lost "by the fact that there are too many" westerns. Mr. Foreman agreed and said it was "madness to set a modern instrument in a period piece" but declined to discuss the "wiseness" of Ford Motor Co. sponsoring westerns and "such bucolic" fare (Mr. Susskind's description) as NBC-TV's *Tennessee Ernie Ford Show*, preferring to leave this matter to Ford (J. Walter Thompson Co. is Ford's agency).

Other Hand • Mr. Cunningham also observed that a major national advertiser such as Ford had advertising in other media, some vehicles seeking the selective audience, while its tv use is aimed for the mass audience. He noted that more men, perhaps the most likely auto purchasers in family groups, like westerns better than any other type of tv program.

He also pointed out that some advertisers have a mass product and want people, while others (such as C&W's Texaco) want to convey an "image." The mass-product advertiser, the two agency men said, cannot afford to select a certain million on tv. If the advertiser sells chewing gum, it wants all the millions.

Both agency executives felt that there should be "some control" to regulate the uneven expenditures of the two political parties and Mr. Foreman, in particular, said that the two-party system was in jeopardy unless "some way is thought of extending similar benefits—in buying of prime network



Detergent "A" is moving well tonight

The store's locked up tight—but tomorrow's sales are being made tonight on KYW's Program PM. Nighttime radio with a difference. Program PM is a magic carpet of sound that travels the listener through the color and variety of life after dark. It follows a squad car's wailing siren. It catches the shrill blast of a trumpet belting the blues. It buttonholes the visiting celebrity. It goes behind the scenes to probe music, sports, theatre, news. And it sells. After a year of operation on KYW, Program PM's share of audience is tops. Advertising revenue for the time period is up 340%.

Program PM sells nightly on five Westinghouse Broadcasting radio stations.
It reflects WBC's belief that, night or day, the key to sales success is creative programming. Radio advertisers buy listeners. They buy more on WBC stations because the imaginative use of radio gives WBC stations undisputed leadership in all their markets. This is why
no selling campaign is complete without the WBC stations.

KYW Cleveland

Represented by Peters, Griffin, Woodward, Inc.
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

"I" is Intent.

What is he hearing?

A sound in the foreground

Seems to be nearing!

The sound he hears is the FOREGROUND SOUND of KHJ Radio which has been selling Angelenos for a long, long time.

Until a few years ago we at KHJ never thought much about our sound *as a sound*. For more than 36 years we've been programming informative, stimulating radio fare designed to serve as a good deal more than comforting background noise. And the worth of this "Foreground Sound" policy has continued to prove its value to our advertisers in terms of cumulative listening.

Yes, that sound he hears is KHJ Radio ...and the sound that most often follows is that of your cash register.

To underestimate the variety of tastes in Greater Los Angeles is to underestimate KHJ's ability to sell.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

time, for instance—to both Democrats and Republicans."

Mostly Right • Mr. Cunningham, toward the end of the program, admitted that he had "to eat certain words" a year after publishing his *Index of Boredom* [ADVERTISER & AGENCIES, Nov. 17, 1957] but that he was "right" in two out of three cases in that quiz shows and musicals are on the decline. Mr. Foreman suggested the only way to "end" boredom is to devise a rating service to tell the agency what actually is going on before the tv set, "rather than just tell us how many people have their sets tuned in." Mr. Cunningham's final warning: Agencies may be doing too much sledgehammering (repetition) in tv commercials.

Pidgeon, Savage-Lewis Merge; New Research Firm Announced

Two Minneapolis advertising agencies, Vance Pidgeon & Assoc. Inc. and Savage-Lewis Inc., will merge next month, Mr. Pidgeon and Erle B. Savage Jr., presidents of Pidgeon and S-L, respectively, have announced.

Mr. Pidgeon remains as president of the new agency to be known as Pidgeon-Savage-Lewis Inc. Addison Lewis is chairman, Mr. Savage executive vice president, Robert L. Sturgis and Donald C. Allen, vice presidents, Margie M. Saunderson secretary and Eulalia Richardson treasurer.

The internal communications research previously conducted by Savage-Lewis is being handled by a new research-consulting firm—Communications Services Inc. Headed by Don N. Chamberlin, formerly S-L research director. This company headquarters at 10 W. 25th St., Minneapolis.

Pidgeon-Savage-Lewis will have marketing affiliations in 44 markets.

LA RONDE

Woolite, a premium-priced cold-water soap, seems equally adept at washing out woolen socks and advertising agencies. Originally serviced (since 1954) by Charles W. Hoyt Co., New York, the account last year came to the attention of Eugene I. Harrington, then president of Fletcher D. Richards Inc., New York-Los Angeles, while he was on the road for some clients. He liked the product so well he made a pitch at the account—and got it. A few months ago, when Mr. Harrington packed his socks and quit Richards to join Honig-Cooper, Harrington & Miner, San Francisco, he also included a Woolite Travel-Pak and the $500,000 account. Meanwhile, in New York, Hoyt President Everett Hoyt who had missed his supply of Woolite, announced the return of the prodigal account—the sixth account to return to Hoyt after trying other agencies. Woolite Inc. has used "some" broadcast media, principally on a co-op basis with leading department stores. A Hoyt executive declined to identify the other five.

REVLON BUYS SCHICK ON STOCK EXCHANGE

- **Control costs $3.1 million**
- **Merged tv bill: $17 million**

Two major national advertisers—both of whom spend over 60% of their budgets in television—have been married. Rites were performed on the floor of the New York Stock Exchange.

United for "a consideration of" $3.1 million were Revlon Inc.—reputedly the world's largest cosmetics house—and Schick Inc., which claims 35% of the U. S. electric shaver market.

Last Monday (Nov. 24) Revlon president Charles Revson announced his firm had purchased 242,000 shares of Schick stock—or 20% of the Lancaster, Pa., firm's 1.2 million outstanding shares. The preceding Thursday and Friday 124,600 shares of Schick stock had been traded on the exchange floor, closing at $16—up $2 for a new 1958 high. But financial circles believe Mr. Revson and associates picked up their controlling interest at $13 a share at which Schick traded earlier that week.

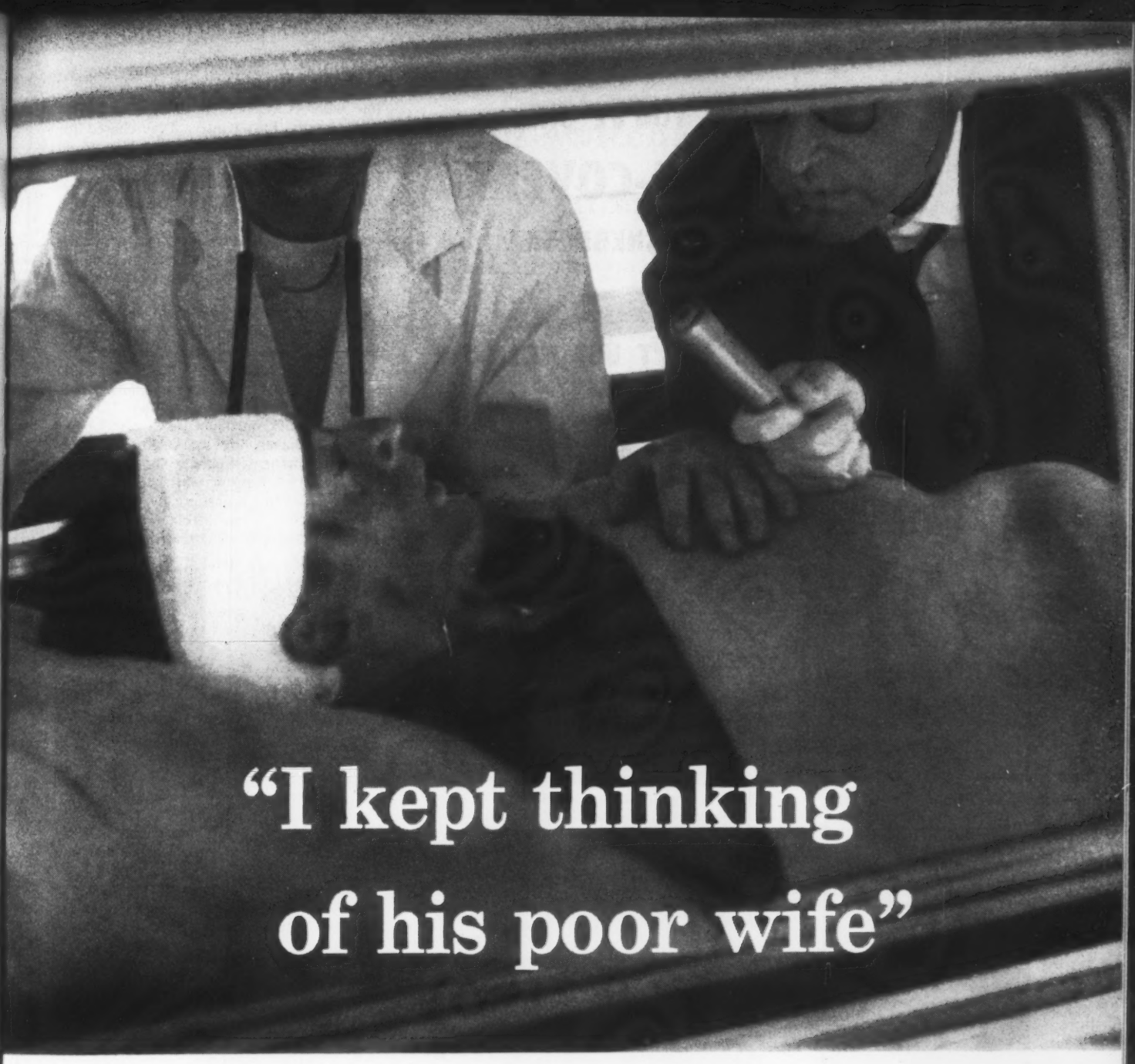
While announcing its stock purchase, Revlon also disclosed that Schick president-board chairman Kenneth C. Gifford had resigned both posts and that the Schick board, reduced in membership from seven to five, would have on it four Revlon directors and one incumbent Schick director, banker William R. White, vice president of Guaranty Trust Co. of New York.

On Wednesday (Nov. 26) Mr. Revson named as board chairman Chester G. Gifford, former president of Schick Inc. until 1954, when he joined Avco Mfg. Co. as vice president and president of its Bendix and Crosley home appliance divisions. Named president was John J. Reidy, Schick's advertising manager until 1946, when he joined Casco Products Corp. (auto accessories and home appliances), Bridgeport, Conn., where he became executive vice president and general manager.

The new board chairman is a brother of the former chief executive officer. While there are no immediate merger plans, it was intimated by Revlon that it might operate Schick as a subsidiary, but supervise its advertising-marketing strategy. Thus Benton & Bowles, Schick's agency since last year, apparently becomes Revlon's "eighth agency," but industry talk—cognizant of Revlon's habit of realigning accounts and agencies—suggests this status is by no means "a sure thing."

The four Revlon directors on Schick's new board: senior vice president Charles Lachman, president Revson, Harry Meersman and William D. Mewhort. Resigned from the Schick board: Mr. and Mrs. Gifford (she is the widow of founder Col. Jacob Schick); her daughter, Mrs. Virginia Schick Coyle; James H. Carmine; O. A. Petty, and W. J. Ryan, who continues as treasurer.

Shaver's Burgeoning • Revlon's move into the burgeoning shaver market (where sales have trebled between 1947 and '57) is in



"I kept thinking of his poor wife"

That's what one postcard said. It came in two days after KDKA reported the rescue of mine disaster victims at Mariana, Pa. This sense of personal identification, this on-the-scene believability, is consistently delivered by KDKA news. KDKA captures the actual voices and sounds of the Pittsburgh scene with a staff of reporters who dig for the news, mobile units, beep phones and tape recorders. Carefully edited and rewritten wire stories add scope to the news. Westinghouse Broadcasting's Washington News Bureau covers major national and international events, with emphasis on the local slant.

You check ratings and you see that this is KDKA's town . . . with a lead in 430 out of 496 quarter hours surveyed. Comprehensive news coverage is one reason. This same kind of freshness and vitality runs through WBC's entire programming range. This is what attracts and holds listeners from sign-on to sign-off . . . the reason why *no selling campaign is complete without the WBC stations.*

KDKA Pittsburgh

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

YOU'RE ONLY

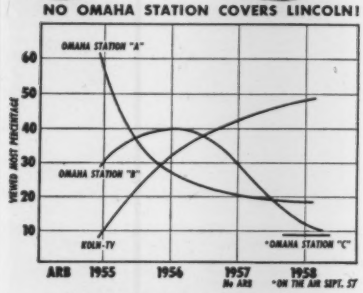
HALF-COVERED

IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

There are two big TV markets in Nebraska. One is in the extreme Eastern part of the state. The other is big, wealthy Lincoln-Land, which contains more than half the buying power of the entire state!

In the extreme Eastern market, there are *three* TV stations vying for viewers' eyes and your dollars. In Lincoln-Land the situation is entirely different as the NCS #3 map shows. *One station — KOLN-TV — completely dominates the area, with no challengers in sight!*

Avery-Knodel will give you all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00

☐ 52 weekly issues and Yearbook Number 11.00

☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

line with its year-old diversification-expansion pattern. Last winter, it purchased for an estimated $9 million cash the 31-year-old Knomark Mfg. Co. (Esquire, Scuff-Kote boot polishes), Brooklyn, N. Y. [ADVERTISERS & AGENCIES, Jan. 13]. Since that time, its product line also has broadened to include household deodorizers, medicinals and pharmaceuticals. (In 1957 it acquired an 8% interest in Schering Corp., ethical drug manufacturer.)

The fact that Revlon picked up Schick is in line with long-standing Wall Street reports that Schick—faced with dwindling earnings (1957 drop of 8.7% from $27.5 million to $25.1 million) and omitted dividends—also sought diversification. This past quarter, Schick introduced a "Lady Schick" women's shaver and marketed a French-made butane gas cigarette lighter. (Interestingly, rival Ronson Corp. several years ago reversed this procedure by adding electric shavers to a line of cigarette lighters.) For the first half of 1958, Schick's sales

MR. REVSON

MR. GIFFORD

dropped 34.3%, registering a first half net loss of $168,671 (as against 1957 first half profits of $880,996).

Unlike Revlon (anticipated 1958 sales in excess of $100 million), Schick's sales are seasonal in character, with about 65% of its business transacted during the final six months of the year. This explains why Schick usually bolsters its network properties with sizable spot expenditures in the fall. Last year, for example, it supplemented NBC-TV's *Dragnet* (alternate sponsor: Liggett & Myers Tobacco Co.) with about $200,000 of tv spot in the top 50 markets. This season, it backs CBS-TV's *Phil Silvers Show* (alternate sponsor: R. J. Reynolds Tobacco Co.) with $500,000 of tv spot in the same markets. It's total advertising appropriations have grown somewhat since 1956 when it listed $8.4 million as "advertising, selling and administrative expenses." Last year, the budget rose to $8.7 million and the current tv budget of about $5 million represents close to 70% of its total advertising allocations.

Not only does Revlon take over a firm which accounts for 35% of the shaver market; it also strengthens its own distributor network by absorbing 1,100 wholesale jobbers (electrical, drug, jewelry, hardware) and Schick's wholly-owned subsidiary, Schick Service Inc., operating a total of 71 service-repair branches (U.S. and Canada) accounting for 18.5% of total Schick sales. Though its sales have slipped, Schick is regarded in financial circles as "a highly effective merchandiser," engaging in "ag-

the case of the big switcheroo . . .

or the amazing metamorphosis of WELI

(and how it paid off)

Once upon a time we rock-n-rolled our way through the day, running gimmicky programs and giveaway shows. Our 275 disc jockies spun frantically hour after hour and we received 3,789,004 letters a day (give or take a few million) from our loyal if somewhat incoherent listeners, most of whom were 12 years old.

Typical fan of our pre-metamorphosis period.

Then one day a highbrow on the staff announced, "I CAN'T STAND IT ANY LONGER! My friends have stopped speaking to me! Parents groups are hanging me in effigy from every tree! Besides, our sponsors need *purchasers* — not *dervishers!* Change the format, men! Leave us be dignified!"

Nothing loth, we "went dignified", as they say and launched our "Theatre of Beautiful Music", a program of good popular and light classical music woven throughout the day from 9 A.M. 'til half past midnight. Our former deejays are now spinning buffing wheels instead of rock-n-roll platters.

Typical former deejay making new contribution to the economy.

What's happened? We've thrown away our Miltowns, we sleep the peaceful sleep of honest men, and our great big, wonderful audience has suddenly grown up. We still get 3,789,004 fan letters a week — but there's one big difference: our sponsors are now *sure* of reaching an "able-to-buy" audience!

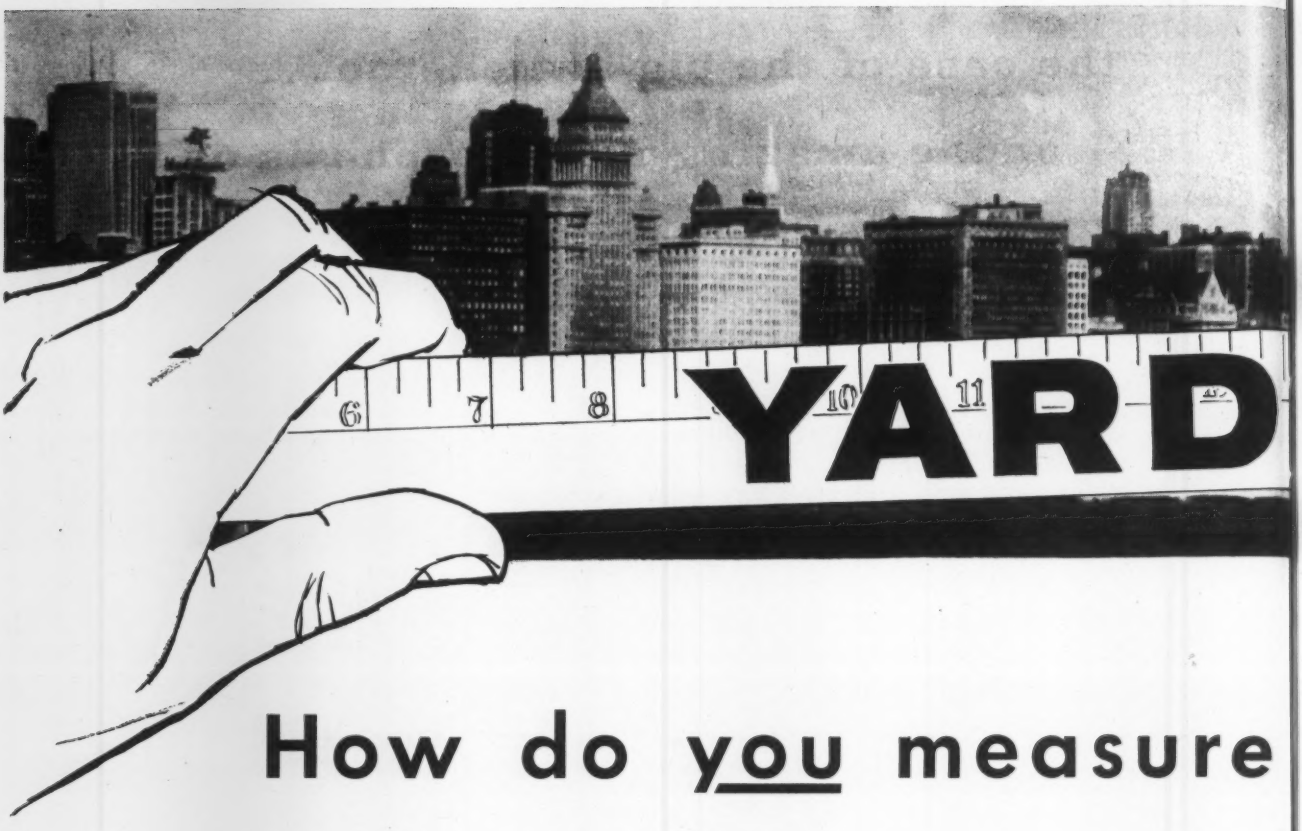
Typical fan of our post-metamorphosis period.

MORAL:
You can SELL Southern Connecticut (and most of Long Island, too) over powerful WELI Radio.

WELI Radio 960 **New Haven**

5,000 watts daytime
960 kilocycles
1,000 watts nights
(cp) 5,000 watts nights

Represented Nationally by: H-R Representatives, Inc. • *New England Representative:* Harry Wheeler & Co., Boston



How do you measure

Here are two "yardsticks" that show how WGN RADIO measures up:

NIELSEN COVERAGE SERVICE No. 2

Total Radio Homes in Area . . . . 4,939,780 . . . . . **WGN** leads by **975,540**

Homes Reached Day or Night—

Monthly . . . . 1,663,050 . . . . . **WGN** leads by **336,450**

Weekly . . . . 1,497,710 . . . . . **WGN** leads by **268,930**

Daytime Circulation—

Weekly . . . . 1,349,700 . . . . . **WGN** leads by **221,420**

Daily . . . . . 826,580 . . . . . **WGN** leads by **20,810**

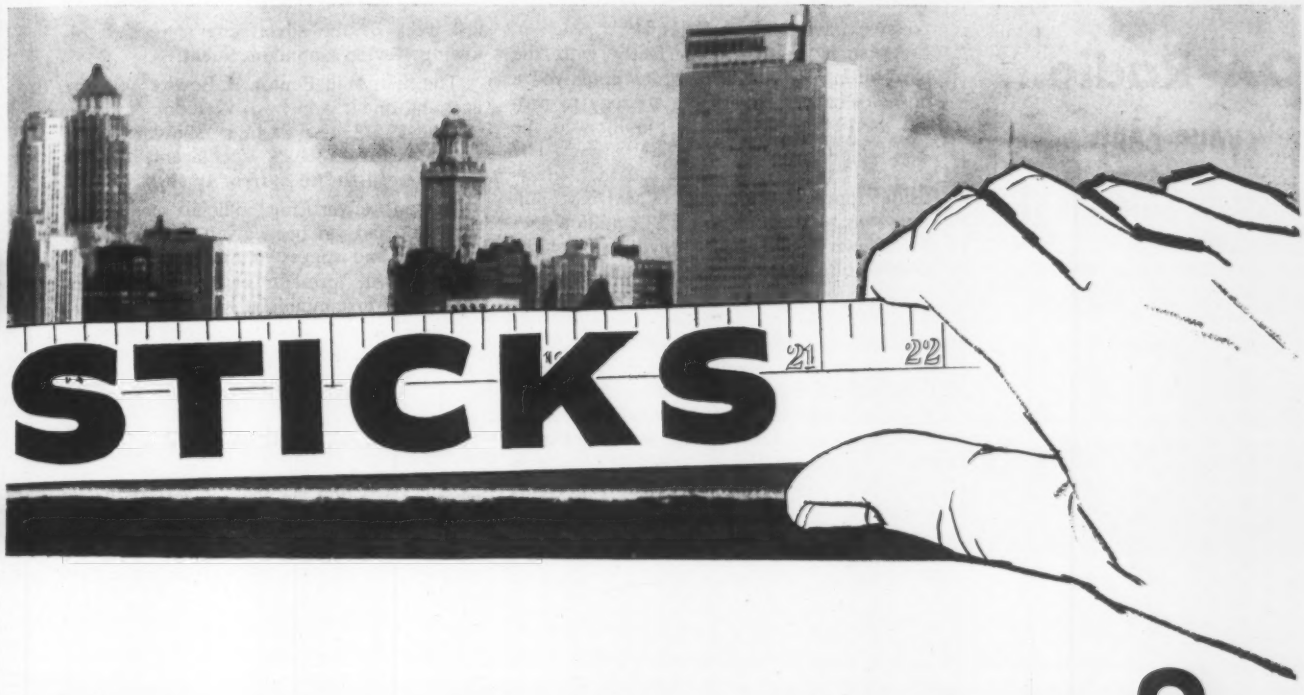
Nighttime Circulation—

Weekly . . . . . 850,440 . . . . . **WGN** leads by **224,000**

Daily . . . . . 465,440 . . . . . **WGN** leads by **109,430**

REACHING MORE HOMES THAN ANY

WGN RADIO — 441 North Michigan



Chicago Radio Stations?

NIELSEN, SEPTEMBER 1958 NSI REPORT*

Quarter Hour Firsts (Entire Week) . . . . . **WGN 1st**

Average Quarter Hour Audiences: . . . . . **WGN 1st**

Entire Week (6:00 A.M.-12 Midnight) . . . . . **WGN 1st**

Afternoons (12 Noon-6:00 P.M. Entire Week) . . . . . **WGN 1st**

Nighttime (6:00 P.M.-Midnight-Entire Week) . . . . . **WGN 1st**

Weekends (Sat.-Sun., 6:00 A.M.-7:00 P.M.) . . . . . **WGN 1st**

(Sat.-Sun., 6:00 A.M.-Midnight) . . . . . **WGN 1st**

(Fri. 6:00 P.M.-Sun. Midnight) . . . . . **WGN 1st**

Noontime Farm Audiences (Non Metro) . . . . . **WGN 1st**

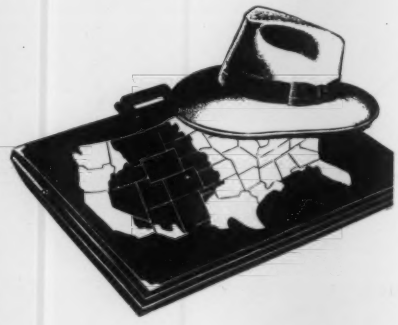
* Station Total Homes

OTHER CHICAGO RADIO STATION

Avenue, Chicago 11, Illinois

QUALITY RADIO WGN TELEVISION INTEGRITY

KOA-Radio...
your best
Western Salesman!



Because KOA-Radio's capable management has established and maintained listener respect for the station and its advertisers for more than 33 years!

Because KOA-Radio covers Denver and the big, wide West. You need the power of 50,000 watts to blanket the rich Western Market! You reach the whole market with KOA-Radio.

Because KOA-Radio's programming is tailor-made to the interests and tastes of the area. Skillful local and NBC programming combine to give listeners what they want, when they want it!

Because KOA-Radio has always shown devotion to the public welfare, it is highly respected and has top stature in its community.

Because KOA-Radio SELLS! Make your ad budget work harder... more effectively! Use KOA-Radio!

50,000 Watts • 850 Kc
KOA DENVER Radio
One of America's great radio stations
NBC

Represented nationally by
HENRY I. CHRISTAL, INC.
B 12/58

gressive advertising policies."

As such, it fits in perfectly with the hard-hitting Revlon firm, which employed a no-holds-barred advertising strategy to propel its 1949 sales of $19.2 million to the $96 million plateau within eight years. The primer: network television. Current advertising appropriations well exceed $17 million a year, of which about $12 million goes to radio-tv—"a rate far beyond the capabilities of most of [its] competitors," according to a recent Wall Street security analysis.

Bache Rating • Says Bache & Co.: "Of course, mere expenditure does not guarantee success. It takes experience and wisdom to know what products will find wide acceptance. Revlon has an important asset in its reputation for the quality of its merchandise—you cannot successfully promote mediocre products no matter what you spend on advertising. . . ."

With 50% sponsorship of the hour-long CBS-TV *Garry Moore Show* and alternate sponsorship of CBS-TV's *Person to Person* (both replacing the defunct *$64,000* tv quizzes that shot Revlon into orbit), Revlon recently has moved more and more into spot tv to the point where today spot tv alone accounts for over $1 million. It also spends an annual $250,000 in spot radio but almost exclusively on testing of new products.

Revlon's present agencies are Warwick & Legler, Emil Mogul Co., C. J. LaRoche & Co., Dowd, Redfield & Johnstone, Charles W. Hoyt Co., Maxwell B. Sackheim Co. and Heineman, Kleinfeld, Shaw & Joseph.

Two major questions were being pondered last week by the advertising fraternity following Revlon's announcement:

The first: Will Benton & Bowles hold the account, one it won from Warwick & Legler in mid-1957? The second: Should Revlon now take over Schick ad placement, what will it mean to the current tv show lineup?

Revlon advertising officials said "no thought" had yet been given to the agency situation, and suggested that a "review" of B&B's past, present and future Schick campaigns first might be in order. It would be sheer irony should Revlon decide to award the Schick account to W&L in that this agency sued Schick (and by indirection) Benton & Bowles for using an idea Warwick & Legler claimed was rightfully the property of the former agency, not the client. Litigation ended last month when W&L was awarded $25,000 "in lieu of damages" and a permanent injunction forbidding Schick to use the "cotton test" idea [ADVERTISERS & AGENCIES, Nov. 10].

As to whether Revlon would rework the current Schick program schedule, Revlon executives pointed to "what happened at Esquire" last winter. "What happened" was this: Knomark was taken over as a wholly-owned Revlon subsidiary, but its management left intact. The fact that its agency, Emil Mogul Co., also happened to be a Revlon agency, resulted in no agency shift and Esquire brand commercials began popping up on Revlon programs and vice versa. Thus, there exists the possibility that Revlon now may insert Schick commercials in its own shows, and in return participate in Schick's Friday night *Silvers Show*.

SALES PANEL AIRS TV PROGRAM CRITICISM

Responsibility for tv program quality—hence its effectiveness as an advertising medium—was dropped on the doorstep of the networks last month during an advertiser-agency panel discussion before the Sales Executives Club of New York. A warning also was voiced that television cannot long succeed if it dictates to the advertiser.

But the panel admitted advertisers and agencies are doing their best to help dull their "greatest selling tool" by sitting back and consenting to cost structures and industry practices which enable an advertiser to afford "only bits and pieces" of programs, diluting the message identification and impact.

The panel was composed of Richard A. R. Pinkham, former NBC vice president who now is vice president in charge of tv-radio for Ted Bates & Co. (with 33 network shows in its tv stable); Walter Craig, vice president in charge of tv-radio for Norman, Craig & Kummel; Robert B. Smallwood, board chairman of Thomas J. Lipton Inc., and Ben Gross, *New York Daily News* radio-tv columnist. Panel moderator was Jerome R. Feniger, vice president in charge of tv-radio programming. Cunningham & Walsh.

"I believe in television," Mr. Smallwood said, "and my company does. It is the most exciting medium there is today. It has great power, but it is getting to be very costly." He said Lipton spends 30% of its total advertising budget now on regular programs, another 28-30% on spot and the rest in non-broadcast media.

Mr. Smallwood didn't know how much longer Lipton could afford tv. "We can afford only bits and pieces now," he said. "We had Arthur Godfrey on for 11 years. But then the broadcasting company arbitrarily moved us to another time. They upped the price and asked us to buy a pig in a poke in the fall. . . . I can't say how long it will be before television will pay for this high handed way of doing business."

Lipton dropped Mr. Godfrey's *Talent Scouts* on CBS-TV last June 16. It had added *Californians* on NBC-TV last January and is continuing with this series now. Lipton agency is Young & Rubicam.

Mr. Pinkham felt that principal responsibility for program quality does not fall to either the agency or advertiser. "I lay it at the door of the networks. The vitality of programming is their responsibility," he said. If they continue to offer "bland" programs, the advertiser can expect to get just that audience, he explained, those who are described as "sitting in front of their sets for hours" with "opaque eyes."

Mr. Pinkham pointed out television may

Thud and Blunder...

Thuds come fast and furious in hard-hitting, suspenseful "Public Defender". Its 69 segments appeal to everyone – the kids, mother, and the sponsors. Starring magnetic Reed Hadley, it's *right* for stripping!

Blunders and fun make "I Married Joan", starring famous Joan Davis and Jim Backus, tops with the whole family. With 98 happy and hilarious segments, ideal for stripping, it's a rating runaway daytime or night-time.

Syndicated by

Interstate Television CORPORATION

445 Park Avenue, New York, N.Y.

be more costly today, but not more expensive. He indicated cost-per-thousand has held relatively steady, while total price has risen with increased audience. The Bates executive suggested the networks plow back part of their income for some form of experimental program showcase or workshop, whether on the network or on key market local stations where the networks would buy time for the showcase.

Mr. Craig said tv "is our greatest sales tool," but by permitting commercial dilution to grow "we are doing our best to dull it." He recalled radio first set the pace with the 13-week contract which brought advertiser and medium into "steady company" with strong entertainment and star association to produce high "sell effect." Then, with tv's impact, he recalled, radio decimated its program segments into smaller bits and has ended up providing mostly spot or mere "circulation." He felt this "sells the medium down the river" because so much of its effectiveness is lost. By becoming more and more costly, causing futher program segmentation, alternate sponsorships and participations, tv is following the same path, he contended. If continued, the impact of "entertainment compatible with the commercial message" will be totally lost to tv also, he concluded.

Mr. Craig said the agency can do something about it, however, recalling the discovery of *$64,000 Question* as an instance in which the agency bought open time on a network in lieu of the offered fare and produced its own vehicle.

Dancer of D-F-S Dies at 60 After 27 Years as Agencyman

H.M. Dancer, 60, chairman of the board, Dancer-Fitzgerald-Sample, New York, died following a heart attack Nov. 21 while on vacation in Antigua, British West Indies.

Mr. Dancer was a veteran of 27 years in the advertising agency business. He was vice president-general manager of Henri-Hurst-McDonald, Chicago, before joining Blackett-Sample-Hummert, predecessor of D-F-S, in 1937. He was elected the agency's president in 1940 and chairman of the board several years later.

A funeral service was held Nov. 24 at the Bronswood Cemetery in Hinsdale, Ill. He is survived by his wife, Jane, three daughters and nine grandchildren.

A & A SHORTS

Institute for Motivational Research, Croton-on-Hudson, announces new offices in Sydney and Melbourne (Australia) and Johannesburg, South Africa. With other offices in United Kingdom, Canada, France, West Germany, Switzerland, Netherlands, Spain, Italy, Sweden, N. Africa and Mexico—Dr. Ernest Dichter's MR studies are being conducted out of 15 offices.

Kenyon & Eckhardt has opened office in Dallas to serve Lincoln-Mercury dealers advertising associations in Dallas, Houston, Kansas City and Memphis areas. Alfred C. Gary, regional account executive, is in charge.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

FIVE-MINUTE FARE • Wilson & Co. (meat packers), Chicago, has launched a new film strip, *Take Five* with actor Mark Stevens, on 22 U.S. tv stations, thrice daily, five days per week, for 52 weeks. Filmed in London, series includes 390 five-minute miscellaneous film sequences. Business was placed in primary tv markets through Kenyon & Eckhardt Inc., Chicago.

DAYBREAKERS • Three new buys in ABC-TV daytime programs were reported last week. Bristol-Myers (Ban deodorant) has signed for segment of *Who Do You Trust,* through BBDO; Gaylord Products (Gayla, Lady Mervin hair products), will sponsor segments of *American Bandstand,* through Rothbardt & Haas Inc., and Gold Seal (Glass Wax stencil kits), in special pre-Christmas push, will participate in *Tales of Texas Rangers, Bandstand* and *Roller Derby,* placed by Campbell-Mithun.

NORELCO MAY BUY • Norelco Electric Shavers considering tv spot promotion to reach last-minute Christmas shoppers. Ten or 15 markets presently under consideration. Agency: C. J. LaRoche, N. Y.

TWO-SHOW TOTAL • More than $1.2 million gross, representing new orders from nine advertisers, was racked up by NBC-TV participating program sales Nov. 17-24 for network's *Today* and *Jack Paar Show,* it was announced last week. Signed: O'Cedar Corp. (Turner Adv.), Realemon Puritan Co. (Lilienfeld & Co.), Maremont mufflers (Waldie & Briggs Inc.), Grove Labs' Fitch Div. (Cohen & Aleshire), H. J. Heinz Co. (Maxon Inc.), American Agricultural Chemical Co. (M. L. Grant Inc.), York Corp. (Donahue & Coe), E. R. Wagner Mfg. Co. (Sid Stone Adv.) and L. C. Forman & Sons (Henri, Hurst & McDonald).

GILLETTE CARD • Gillette Safety Razor Co. has signed for full sponsorship of annual "Blue-Gray" football game Dec. 27 and New Year's Day Rose Bowl Game on NBC-TV and NBC Radio through Maxon Inc., N. Y. Gillette has sponsored Blue-Gray game for five years and Rose Bowl eight years, counting this season.

QUAKER IN PARADE • Quaker Oats Co. will sponsor ABC-TV's telecast of 1959 Tournament of Roses Parade (Jan. 1, 11:30 a.m.-1:45 p.m.). Agency: Lynn Baker Inc., N. Y.

RADIO TRIO • NBC Radio has new orders by *Life* magazine, through Young & Rubicam, for quarter sponsorship of *NBC News on the Hour* for week of Dec. 15; Seeman Brothers Inc. (Air Wick), through Foote, Cone & Belding, for saturation campaign on *Monitor* first three weekends in December, and Renault Home Products Co., through Arndt, Preston, Chapin, Lamb and Keen, for participations in *Bert Parks Bandstand* to begin in January.

CALIFORNIA MISSION • Annual pre-Christmas campaign for Mission Pak, gift packages of California fruits, is underway. Four-week campaign involves expenditure of about $250,000 in radio and tv through Sydney Pflaum Assoc., L.A., Mission Pak's agency. Campaign calls for some 200 tv spots weekly in Los Angeles and San Francisco and about 1,000 radio spots each week in cities up and down state.

SPEARMINT SPURT • William Wrigley Jr. Co., through Arthur Meyerhoff & Co., both Chicago, has purchased approximately 100 announcements on NBC Radio for first three weeks of December. Push is on behalf of Wrigley's Spearmint gum.

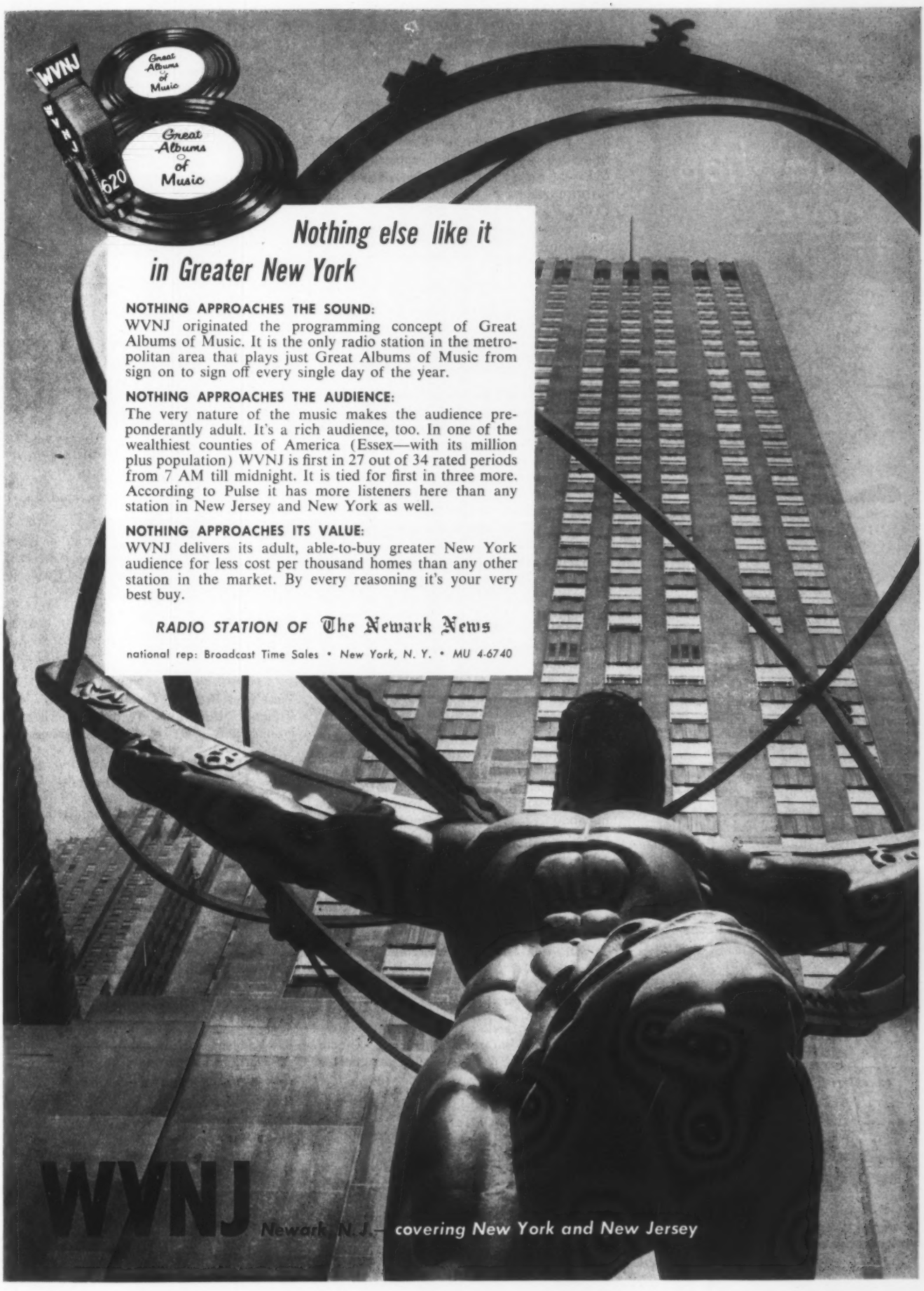
SUNDAY SWITCH • Lever Bros. (Whisk, Imperial, Lucky Whip) has replaced Revlon Inc. as co-sponsor with P. Lorillard Co. of *Keep Talking* on CBS-TV (Sun., 10-10:30 p.m.). Lever—though promoting items handled out of three agencies, BBDO, Foote, Cone & Belding and Ogilvy, Benson & Mather—was placed in *Keep Talking* by J. Walter Thompson Co., CBS-TV said. Revlon, freed of its commitment to Sunday show which replaced *The $64,000 Question,* has begun alternate-week sponsorship of CBS-TV's *Person to Person* (Fri., 10:30-11 p.m.) through Warwick & Legler.

ON ABC-TV • Whitehall Labs. Div. of American Home Products Corp., N.Y., for Anacin, and A. C. Gilbert Co., New Haven, for its American Flyer electric trains and Gilbert science sets, signed pre-Christmas orders with ABC-TV. Whitehall, through Ted Bates, N.Y., is running minute per week in *Jubilee, USA* (Sat. 8-9 p.m.) for seven weeks. Gilbert, via Banning Repplier, N.Y., purchased participations in *Lone Ranger* (Sun., 5:30-6 p.m.).

LAUNCHING • Mennen Co., Morristown, N.J., launching Gold Crest men's gift line on radio-tv with participations in NBC-TV's *Today* and *Jack Paar Show,* ABC-TV's *American Bandstand* plus radio spot. Agency: Warwick & Legler, N.Y.

TRUE TAKES 10 • Fawcett Publications (*True* magazine), N.Y., signed to sponsor five-minute pre- and post-game periods of Mutual's broadcast of Army-Navy game from Philadelphia last Saturday (Nov. 29), starting at 1:15 p.m. Business was placed direct.

ABC RADIO ROUNDUP • Grove Labs, St. Louis; Plough Inc., Memphis, and William Wrigley Jr., Chicago, have signed for participations in ABC Radio newscasts. Respective agencies: Gardner, St. Louis, for Grove; Lake-Spiro-Shurman, Memphis, for Plough and Arthur Meyerhoff, Chicago, for Wrigley. Other new ABC Radio business: Van Nuys Savings & Loan Assn., Van Nuys, Calif., for segments of Monday-Friday, 9-10 a.m. *Breakfast Club* via J.W. Raymond Adv., Los Angeles, and Kiplinger, Washington, D.C., for its *Changing Times* on various periods Saturdays through Albert Frank-Guenther-Law, N.Y. Renewals: Assemblies


WVNJ
Great Albums of Music
WVNJ
Great Albums of Music
620
Nothing else like it in Greater New York
NOTHING APPROACHES THE SOUND:
WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.
NOTHING APPROACHES THE AUDIENCE:
The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million plus population) WVNJ is first in 27 out of 34 rated periods from 7 AM till midnight. It is tied for first in three more. According to Pulse it has more listeners here than any station in New Jersey and New York as well.
NOTHING APPROACHES ITS VALUE:
WVNJ delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.
RADIO STATION OF The Newark News
national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740
WVNJ Newark, N.J.— covering New York and New Jersey

Advertisers on KTBS, Shreveport, have dominant audience, as shown by both Nielsen and ARB* ratings, plus award winning promotion.

Naturally, they get more for their advertising dollar

Ask the PETRY man for details on this dominant station in the billion dollar three-state market where your advertising dollar goes further.

CHANNEL 3 KTBS-TV

NBC ABC SHREVEPORT, LOUISIANA

E. Newton Wray Pres. & Gen. Mgr.

*May 1958 ARB Metro. Shreveport Survey

of God, 52 weeks for *Revivaltime* (Sun., 10:30-11 p.m.) via Walter F. Bennett & Co., Chicago, starting Dec. 14, and Clairol, New York, for *Breakfast Club* segments via Foote, Cone & Belding, N.Y.

THIRD TRY • Pharmaceuticals Inc., N. Y., has canceled *Concentration* (NBC-TV, Thurs., 8:30-9 p.m.) and replaced it with *It Could Be You,* Ralph Edwards comedy-surprise package which also is daytime (Mon.-Fri.) feature on NBC-TV. *Concentration* was under general production of the Barry-Enright unit which produced *Twenty One,* Pharmaceuticals-sponsored tv quiz that was victim earlier of low ratings and unfavorable quiz-probe publicity. Reason for *Concentration* demise was said to be low ratings [CLOSED CIRCUIT, Nov. 24]. Parkson Adv., N.Y., is Pharmaceuticals' agency.

SWEETS SELECTION • Sweets Co. of America (Tootsie Rolls), Hoboken, N.J., signed for eight *Jefferson Drum* programs on NBC-TV (Thurs., 7:30-8 p.m.) effective last week (Nov. 27) on alternate week basis and 13 quarter-hour segments of *Howdy Doody Show* (Sat., 10-10:30 a.m.) effective Dec. 6 on alternate week basis. Agency: Henry Eisen Adv., N.Y.

CANDY STAND • Hollywood Candy Div. of Hollywood Brands Inc., Centralia, Ill., has signed for quarter-hour weekly of ABC-TV's *American Bandstand* (Mon.-Fri., 4-5:30 p.m.) for 52 weeks, starting Jan. 5. ABC-TV reported that contract represented part of company's "biggest advertising and merchandising program in its history." Grubb & Peterson, Champaign, Ill., is agency.

AGENCY APPOINTMENTS

Home Savings & Loan Assn., L. A., has named Galaxy Advertising, Beverly Hills, Calif., to handle its $600,000 advertising account. David R. Summers, former advertising manager of Home Savings and latterly executive with J. W. Raymond, Home's previous agency, is president of Galaxy, which was organized in September and took over Home account Nov. 1. Galaxy is located at 121 N. Robertson Blvd., Beverly Hills. Telephone is Oleander 5-9290.

Thermo-Fax Sales Co. (copying machines), San Francisco, appoints Erwin Wasey, Ruthrauff & Ryan Inc., that city, to handle advertising and public relations.

Drackett Co. (Delete rust and stain remover and Vanish bathroom cleanser), Cincinnati, appoints Young & Rubicam, effective Jan. 1.

Mini-Marts Inc. (Florida chain of food markets) names F. B. Stanley Adv. Co., N. Y., for its division, Tom Thum markets.

Ivers-Lee Co. (specialists in unit-packaging for pharmaceuticals, cosmetics, food and general industry applications), Newark, N. J., has announced the appointment of Keyes, Martin & Co., Springfield, N. J., to handle marketing, advertising, merchandising and public relations.

Gelvatex Div., Shawningan Industries, Anaheim, Calif., has appointed Grant Adv., Hollywood, to handle its paint advertising.

Pennzoil Co. of California, L. A., names Eisaman-Johns Adv., effective Jan. 1, 1959, replacing Killingsworth-Moreland Assoc.

Breakstone Foods Div., National Dairy Products Corp., N. Y., names new Mogul, Lewin, Williams & Saylor agency, replacing Paris & Peart Inc., N. Y., effective Dec. 31.

Terry Foods Inc. (frozen meat products), Park Ridge, Ill., re-appoints Olian & Bronner Inc., Chicago. Company plans to introduce new product, Terry's frozen shredded beef in barbecue sauce, via radio-tv spot announcements in select markets.

Doulton & Co. (Royal Doulton bone china products), N. Y., moves from Calkins & Holden Inc. to Anderson & Cairns, both New York. Switch of $100,000 account becomes effective Jan. 1.

Union Die Casting Co. (Kitchen Pal electric can opener and knife sharpener) appoints Reach, McClinton, N. Y.

Holly Sugar Corp. has appointed Doyle Dane Bernbach, L. A.

Mid-States Corp. names Stiller-Hunt, Beverly Hills, Calif., for its Pan-American, Terra-Cruiser, Paramount and Universal mobile home products.

Hachmeister Inc. (makers of baking products), Pittsburgh, names Vic Maitland & Assoc., Pittsburgh, for advertising, public relations and market research.

West End Brewing Co., Utica, N. Y., and Cohen & Aleshire, N. Y., terminate their relationship Dec. 31, by "mutual agreement."

Columbus Canning Co., Columbus, Miss., **Battle Creek Dog Food Co.,** Battle Creek, Mich., and **Woodward Foods of Florida Inc.,** all manufacturers of dog foods, have named Weiss & Geller Inc., N. Y. Columbus Canning plans to embark on saturation spot tv campaign shortly.

Louis Milani Foods (Chef Milani products), L. A., severs relations with its agency, Arthur Meyerhoff & Co., L. A., effective at year's end.

Heineken's Beer (Van Munching & Co., importer) names MacManus, John & Adams, N. Y., effective Dec. 1, replacing Doner & Peck Adv.

Rex Industries, Huntington Park, Calif., distributor for DuPont in California, Arizona and Nevada, appoints Potts-Ray & Assoc., L. A., for new line of DuPont garden insecticides.

Hilton Hotels Corp., L. A., appoints N. W. Ayer & Son, Hollywood, to handle advertising for its new "all-purpose" credit card.

W. F. Schrafft & Sons Corp. (candies), N. Y., appoints Richard K. Manoff Inc., same city, effective Dec. 1.

Gifts by Wire Inc., Delray Beach, Fla., names Grant Adv. Inc., with Grant's Miami office servicing account.

KOMA REPLACES WKY IN NETWORK

- **Independently-inclined Todd Storz signs with NBC**
- **One of network's first affiliates goes independent**

A leading independent radio operator's station goes network; a leading network affiliate goes independent—that's the radio story in Oklahoma City this week.

Todd Storz, one of the nation's leading exponents of independent radio, has signed his newly acquired KOMA as an NBC Radio affiliate.

MR. STORZ

In the NBC lineup, KOMA replaces WKY, which is going independent in the belief that it can give better service to its listeners that way. By mutual consent, WKY and NBC Radio are severing an affiliation that dates from the early days of NBC. The changes are effective today (Dec. 1).

Mr. Storz said affiliation of KOMA was based on a study of programming in the Oklahoma City market which convinced him that in this section there was a need for "a broad type of programming service." He said: "We felt we could fill this void by molding the extensive programming facilities of a major network with programs tailored to the local and regional needs of this growing market.

"The answer was NBC Radio with its national and international news, sports, music, entertainment, dramatic and public interest programming facilities. NBC is well known in the market. We will continue to do the intensive type of local and regional job that has marked our stations in other markets, and will control a majority of the actual hours KOMA is on the air."

Mr. Storz told BROADCASTING that KOMA would not depart from the Storz stations' basic music-and-news format. He said the music of KOMA, which under former ownership leaned to pop standards and ballads, would be "up-tempoed" and that other programming and promotion would be aggressive, in line with the policies at other Storz stations.

He said there were no plans to affiliate any of the other stations in the Storz group. While he didn't feel that a network was the right answer in every market, Mr. Storz said, he did think a network affiliation was "right" in Oklahoma City.

Mr. Storz said "we realize that to some extent this blending of two basic types of broadcast service is a new departure for Storz Broadcasting Co. However, we consider this a logical programming and commercial move in an era of changing local, national and international concepts."

Mr. Stewart said, "The history of Storz . . . stations has been marked by flexibility. We believe this dramatic new step will keep pace with the policies of the Storz stations and this important market."

Jack Sampson, sales manager of Storz' WHB Kansas City, has been appointed general manager of KOMA, according to George W. Armstrong, Storz executive vice president. KOMA is on 1520 kc with 50 kw. The Storz company bought it for $600,000 from Myer Feldman, Burton Levine and others in a deal approved by the FCC in October [CHANGING HANDS, Oct. 13] and took over operation Nov. 20. Other Storz stations: WHB; WTIX New Orleans; WDGY Minneapolis and WQAM Miami.

Matthew J. Culligan, executive vice president in charge of NBC Radio, in a joint announcement with Mr. Storz said that his network "applauds the forward thinking of Storz Broadcasting Co. in its decision to add the unique advantages of network affiliation to its local and regional services. There has always been a compatibility between network affiliation and leadership in a radio market."

MR. BAGWELL

WKY's move in the other direction —greatest emphasis on local programming—has been in progress for the past few months, Station Manager Norman P. Bagwell told BROADCASTING.

He said WKY had decided that "due to changes in radio, as evident over the country, by discontinuing our radio affiliation we would be better able to serve our listeners." This, he explained, would enable WKY to expand "our programming activities in public service, farm service, news and other entertainment features."

Mr. Bagwell said that in line with this belief WKY had been cutting back on network programs until, toward the end of the affiliation, it was carrying relatively little from NBC. (Network sources, also noting this trend on WKY's part, said that in contrast KOMA would clear a minimum of 90% of NBC commercial programming.)

The WKY executive said he felt the most popular radio in Oklahoma City was independent, "companion radio."

WKY, on 930 kc with 5 kw, has been affiliated with NBC since December 1928. P.A. (Buddy) Sugg, NBC vice president for owned stations and NBC Spot Sales, headed WKY for many years.

FINIS FOR 'MATINEE'

The Foundation for the Preservation of Matinee Theatre, organized last spring after NBC-TV had announced that *Matinee Theatre*, hourlong weekday dramatic colorcast series, was to be discontinued [NETWORKS, May 5], has itself been discontinued. Total contributions, $312,670, were far beneath the amount needed to restore the series to the air, so "every dollar collected is now being returned to each donor," Ruth Conte, trustee, said last week.

"The sole purpose of the foundation," Mrs. Conte explained in a letter to the tv editors who had publicized the public campaign to save *Matinee Theatre*, "has been to afford an articulate opportunity to the viewing public to state its preference in tv programming. In view of the results of our campaign, our assumption must only be that the number who are concerned enough to support this bid for higher programming standards is far too small to insure the fulfillment of the foundation's goal."

'No Requiem' for NBC, Sarnoff Asks in Letter

NBC board chairman Robert W. Sarnoff has taken the occasion of CBS Radio's announced program "consolidation" [LEAD STORY, Nov. 3], to ask that NBC be "excused from any contemplated requiems."

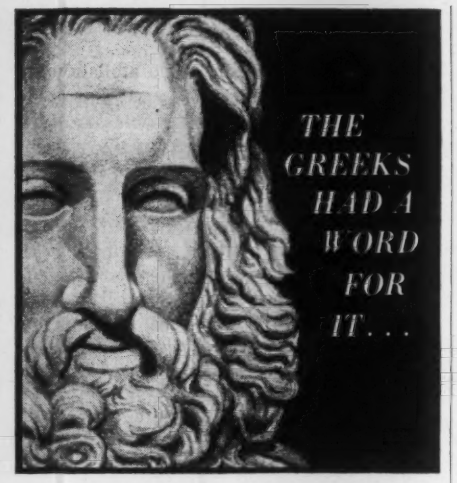
Mr. Sarnoff acknowledges that radio's functions have "changed drastically" and that its economy has declined. "But," he adds, "the functions of network radio are still vital ones, and its economy can improve with continued concentration on performing these essential functions with maximum effectiveness."

Mr. Sarnoff's remarks are contained in the November "letter" to the nation's radio-tv editors—one of a series begun earlier this year.

NBC, which claims 48% of all measured network radio sponsored time, does not face "the problem" of ratings and sponsorship level, Mr. Sarnoff declares. "The problem," he feels, "is one of general industry psychology. With one network's cutback following another's, the temptation to write off all network radio can become more acute." He cautions the industry against allowing fear and uncertainty to stampede network radio to death.

Mr. Sarnoff quotes a speech his father —RCA board chairman-president David Sarnoff—made in Chicago four years ago. At that time the elder Sarnoff urged that "every effort must be made to find new sales patterns, new types of programs to arrest the decline . . ."

NBC Radio, Mr. Sarnoff goes on in the letter, has done just that. It has forced new sales and programming patterns that to advertisers "meant novel merchandising and marketing opportunities and greater cumulative advertising impact." NBC, he notes, now is "selling cost-per-thousand economy in large bottles . . . furnishing flexibility, frequency and mobility, the reach-where-television-can't principle." Result? Says Mr. Sarnoff: A 20% increase in commercial business over a year ago, an increase in



JUPITER
ΔΥΝΑΜΙΣ
POWER

Jupiter (Zeus to all Greeks) was top man on the totem pole, so far as the Olympian gods were concerned. He was described as Supreme Ruler, Lord of the Sky, the Rain-God and the Cloud-gatherer. Like a lot of male mortals, he also had an eye for pretty girls, but we're not concerned with that *here.*

So—to the Greeks, he represented Power, and his symbol and weapon was the Thunderbolt, which he may have used a little indiscriminately here and there.

And what does all this have to do with WCKY? Well, we want you to know we've POWER, too—50,000 whole watts of it; in fact, we're "as powerful as any station in the entire United States." We try to use our power constructively in the public interest. We operate 24 hours a day, serving the Cincinnati market, and doing our darndest to do a good selling job for our advertisers. Cincinnatians like WCKY's 50,000 watts of POWER for its good clear signal covering *all* of the Cincinnati trading area. Advertisers like WCKY for its selling POWER to the Cincinnati adult audience, and by Jupiter, with a combination like that, how can you lose?

If you want to know more about WCKY's POWER to reach listeners and produce sales, call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

network clearances from 76-86% and increased compensation to 201 affiliates.

Network radio, he concludes, "still lives and breathes. To paraphrase Joe E. Lewis, it has been rich and it has been poor. It likes being rich much better, but it probably never will be again. It can, however, look forward to a useful and reasonably prosperous future if all those who have faith will hold to it."

BAR Station Monitor Service Ordered by Television Networks

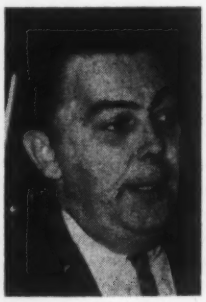
The three tv networks last week added their names to those retaining Broadcast Advertiser Reports to keep tabs on what's going on the air from stations around the country [CLOSED CIRCUIT, Nov. 24].

The BAR service, now in 75 major markets, records a station's signal minute-by-minute during unidentified test periods (from sign-on to sign-off four to six weeks a year in 25 markets, from 6 p.m. to sign-off four times a year in 50 markets). The track record, among other things, tells subscribers who's being triple-spotted (or worse), who isn't, who's being cut off network programs by local stations, not getting product protection, etc.

Already on the BAR client roster are "a score" of advertising agencies and various stations in the monitored markets.

NBC-TV Names McFadden, Abry In Action to Strengthen Sales

In a move attributed to a desire to beef up network sales, NBC-TV last week announced the promotion of two executives, effective today (Dec. 1). Named to the newly-created post of vice president-general sales executive with direct responsibilities for NBC-TV's eastern, Detroit, Los Angeles and San Francisco offices was Thomas B. McFadden heretofore vice president of NBC Spot Sales. Also slotted in a new post: Charles R. Abry, manager of NBC-TV eastern sales, to general sales executive with responsibility for client contact in the eastern and Detroit areas. He reports to Mr. McFadden.


MR. ABRY

MR. McFADDEN

Mr. McFadden, 41, has been at NBC for 24 years, having joined the company in 1934, first with NBC News, after World War II rising through managerial ranks. Mr. Abry was national sales manager of ABC-TV when he joined NBC-TV as eastern sales manager in January 1957.

Meanwhile, NBC announced the promotion of Richard H. Close to director of NBC Spot Sales. He had been director of represented stations in the Spot Sales department.

THE THIRD affiliation for KIMA Yakima, Wash., becomes effective today (Dec. 1) when it adds NBC programs to ABC's and CBS' already being received. William B. Hansen, the station's general manager, is pictured (pen in hand) signing the network contract with Harry Bannister (seated r), NBC station relations vice president. Standing: Donald J. Mercer (l), NBC stations relations director, and Thomas C. Bostic, vice president of KIMA's owner and licensee, Cascade Broadcasting Inc.

NETWORK SHORTS

NBC Radio announces two additions to talent list of its "Stardust" plan: Burl Ives and Burns & Allen. Stardust is series of 5-minute vignettes for *Monitor, Nightline* shows.

American Broadcasting-Paramount Theatres Inc., N. Y., reports fourth quarterly dividend of 25 cents per share on outstanding common stock and 25 cents per share on outstanding preferred stock, payable Dec. 15, 1958, to holders of record Nov. 21.

NBC Radio forms production unit for *Image* series (documentaries), whose first project, on Russia, is targeted Jan. 5. Unit is headed by Al Capstaff, executive producer of *Monitor* and *Nightline* shows, with William Bales and Alice Wallace as writers, Doreen Chu as feature coordinator. At work on *Image Russia* will be Peter Lassally, *Nightline* producer; Edward Stanley, NBC director of public affairs, and Rex Goad, NBC news manager.

ABC-TV's 9:30-10:30 p.m. Sunday period, vacated by cancellation of Canadian Broadcasting Corp.'s *Encounter* has been filled with sustaining *Meet McGraw,* starring Frank Lovejoy. Show premiered Nov. 23 on ABC-TV in 10-10:30 p.m. period; 9:30-10 p.m. slot is filled by *Stars of Jazz,* also sustaining.

FCC TORN BY OPTION TIME QUESTION

Have networks been mousetrapped by FCC staff, Justice Dept.?

An explosive schism has split the FCC.

At loggerheads are some FCC members and the Commission's network study staff. The object of the intensity is the staff's draft of proposed findings on the ultra-significant question of network option time.

The staff report was submitted for FCC approval last Monday. It is due for a second airing next Monday (Dec. 8).

Tempers ran high after the commissioners gathered for the first go-round on the proposed report.

The question of who put the editorializing in what is supposed to be a straight factual report has the commissioners and staff executives buzzing.

It is supposed to be an analysis of the testimony and evidence on the subject of option time. It is, some contend, not only a digest of the evidence on this touchy subject, but makes findings.

What widens the split is that this report must be relayed to the Justice Dept. for a formal opinion on the antitrust implications of option time.

In April of this year, Justice Dept. officials—including Assistant Attorney General Victor R. Hansen and his first assistant, Robert A. Bicks—told FCC Chairman John C. Doerfer and his top aides that in their opinion option time (and must buys) are *per se* violations of the antitrust laws. It was at this meeting that FCC executives promised to submit proposed findings to the Justice Dept. before coming out with a final decision.

The document, running about 100 pages, was circulated among commissioners only two weeks ago. It was prepared by Warren Baum, chief of the Office of Network Study, and was based on the October 1957 Barrow Report and the testimony of witnesses in the Barrow Report hearing last spring.

MR. BAUM

The document, it was learned, contains no recommendations. It does, however, support two major conclusions:

- Networks are necessary in the conduct of television broadcasting.
- Option time is not essential to networking.

There is no clear cut recommendation for option time abolition, it is understood, but the implication is clear—according to some who have studied the report—that there is slim ground for maintaining that option time is necessary in the public interest.

What rankled some Commissioners was the tone of the document.

Although it set out the evidence according to testimony, it also drew what lawyers call conclusionary evidence.

For example, it sets out the arguments pro and con on option time and relates the testimony of the affiliates committees and the station representatives. These testified that they were not opposed to option time—with the affiliates joining the networks in testifying that option time was required as a business practice.

The report, however—gratuitously in the opinion of some who have seen the document—goes one step further. It brands the testimony of the affiliates and the reps as suspect on the assumption that they have been cowed by the networks.

The document, it is understood, is replete with this type of judgment.

What makes the matter so awkward is that this document is required to be submitted to the Justice Dept. If submitted as proposed, the Attorney General would have no difficulty in backing up his view that option time is a violation of antitrust laws.

The matter of procedures also has some of the FCC Commissioners worried. If the document is considered the usual Commission report and order on rule-making, then the Commission must accept it as it is promulgated. However, in the view of some, this is just an interim "factual" report for submission to the Justice Dept. and should not contain any recommendations—even by implication.

There is also a strong belief that the document should be made public so networks and others may answer the findings.

The Office of Network Study was established as a division of the Broadcast Bureau in 1957 after the massive Barrow Report was issued. With the issuance of its report the special Network Study Staff came to an end.

ONS is headed by Mr. Baum, an economist, and a member of the original Network Study Staff. Also detailed to the Office of Network Study is Herbert M. Schulkind, assistant chief of the Broadcast Bureau's Rules & Standard Division. Mr. Schulkind is preparing the proposed findings on network must-buys. He was not a staff member.

The Network Study Staff was organized in September 1955, with Dean Roscoe Barrow of the U. of Cincinnati Law School as director. Working with an appropriation that totaled $221,000, Dean Barrow and his 13-man staff compiled a sweeping study of the television broadcasting industry and in October 1957 released their recommendations.

The abolition of option time was one such recommendation. So was the abolition of must buy station line-ups and the practice of network spot sales divisions acting as representatives for stations other than network-owned outlets.

Among other recommendations — there were 37 of them — it was suggested that (1) networks be licensed by the FCC, (2) controls be imposed over rate-making to prevent networks from influencing affiliates in setting spot rates, (3) multiple ownership be limited to three vhf outlets in top 25 markets, (4) all stations sales required to be conducted for cash so applicants other than proposed buyer could bid for station, (5) networks be forced to make public all affiliation agreements, including compensation agreements.

The Report also stated that there was a close affinity between the motion picture "block booking" practice—declared illegal in the Paramount case—and option time. It also declared that there was a strong possibility that option time was a violation *per se* of Sec. 1 of the Sherman Act.

Besides Mr. Baum, two other members of the original study staff are members of the Office of Network Study. They are Ashbrook P. Bryant and James F. Tierney. Both attorneys, they are still working on a program report. This was not completed in time for inclusion in the original Barrow report.

Listed as consultants to the Office of Network Study are Dean Barrow and Drs. Louis H. Mayo and Jesse Markham. The last two were also members of the original study staff.

During the three weeks of open hearings on the Barrow Report last spring, the Commission *en banc* heard testimony from network officials, station owners, multiple owners, network affiliate committees and station representatives. The hearings were concluded by Dean Barrow.

Old Mansfield Antitrust Issue Questioned in Current Transfer

The *Mansfield* (Ohio) *News-Journal*, which was denied a new radio station grant by the FCC in 1948 on grounds it violated antitrust laws in its competitive practices, was notified by the FCC last week that a hearing is necessary for the newspaper's proposed purchase of WCLW Mansfield from Frederick Eckhardt for $45,000 [GOVERNMENT, Sept. 15].

The McFarland letter sent by the FCC last week followed a request by WMAN Mansfield for a hearing on the sale. WMAN figured in the FCC's 1948 decision against the newspaper company.

In the letter last week, the FCC said a substantial question "still exists" as to whether the Mansfield Journal Co. "engages and will continue to engage in activities . . . inconsistent with the Commission policy on treatment of controversial issues, and in business practices tending toward the supression of competition and the attainment of a monopoly in advertising and news dissemination."

The FCC said it is unable to determine at this time that a grant of the sale would be in the public interest "in the light of the history of Mansfield's practices as reflected in pleadings and the record, the continued

participation in the activites of the company of persons who have been closely associated with the *Mansfield Journal* throughout the years, and the existence of unresolved questions pertaining to Mansfield's present and past business practices."

The newspaper company, denying WMAN's charges, held that company policies have changed since the death of the former head of the firm, S. A. Horvitz, on June 15, 1956, and that his three sons—Harry R., William D. and Leonard C.—had no control over policy until his death.

The FCC's denial of a broadcast license to the Mansfield Journal Co. in 1948 was made on grounds the company violated antitrust laws in its competitive practices with WMAN and with WEOL Elyria, Ohio, the latter through the newspaper company's affiliated *Lorain* (Ohio) *Journal*. The FCC decision was supported in a later decision by the U.S. Supreme Court, which found the *Lorain Journal* was acting illegally in refusing to sell advertising to those who also advertised on WEOL. WMAN charged similar practices by the *Mansfield News-Journal* against WMAN.

Triple damage suits have been filed against Mansfield Journal Co. in Ohio federal district court under antitrust laws by WMAN ($1,282,749, filed in 1952) and WEOL ($938,000, in 1951) and a pre-trial conference in the WEOL action is scheduled Dec. 18 in Cleveland, with pre-trial action in the WEOL case expetced to come afterward.

WCLW has broadcast since Dec. 30, 1957.

Wisconsin Stations in Doghouse For Not Attributing NAM Film

The FCC last week renewed the licenses of WKOW-AM-TV Madison, WFRV-TV Green Bay and WNAM Neenah-Menasha, all Wisconsin, but reprimanded KWOW-TV and WFRV-TV for carrying kinescopes of the "Kohler hearings" earlier this year without disclosing that they were furnished by National Assn. of Manufacturers. S. N. Pickard, who votes stock in WFRV-TV held in a trusteeship, is owner of WNAM.

The FCC said that although licenses are being renewed, the letters to the broadcasters on the violations are being associated in the files of their respective stations for "such further consideration as their future operations may warrant."

Some two dozen tv stations were charged by the FCC with carrying the films made of the "Kohler hearings" before a special Senate Labor-Management Committee last March [GOVERNMENT, April 21, *et seq.*]. Other licensees which have been chastised for telecasting the films include Storer Broadcasting Co. and Westinghouse Broadcasting Co. WBC has protested, in its own behalf, the action [GOVERNMENT, Nov. 3].

Airspace Acts on KFDX-TV Tower

The Airspace Panel of the Air Coordinating Committee last week recommended FCC approval of a tower not to exceed 1,049 feet above ground for ch. 3 KFDX-TV Wichita Falls, Tex. The tower would be located west of Wichita Falls. The Airspace Panel also recommended an antenna farm for that location.

STATIONS' RECORD-KEEPING EASED

- **FCC proposes simpler, more streamlined program forms**
- **Craven argues FCC shouldn't dictate any specifications**

The FCC last week proposed to simplify and modernize some of the record-keeping required by broadcast stations.

In a notice of proposed rulemaking, the Commission submitted revised program forms which substantially change some of the information heretofore required. The changes relate to Sec. IV of broadcast application forms required to be furnished when applying for a new station, for license renewals or for changes in ownership.

The Commission asked for comments on or before Jan. 19.

Broadcasters who participated in working out the changes with FCC staff men declared that they were "delighted" with the result. They indicated that the Commission had gone along with their recommendations in most important categories.

The notice was accompanied by a six-page dissent by Comr. T.A.M. Craven. Mr. Craven argued that the Communications Act and the First Amendment to the Constitution prohibits censorship of radio-tv programs. He declared the Commission is actually telling broadcasters what kinds of programs they should carry through the listing of program categories in the form.

He called for the Commission to withdraw from the program field by discontinuing the use of program proposals as one of the criteria on which it bases approval or disapproval of an application. He declared that the FCC should call only for program information when or if it has information that the law is being violated.

"Otherwise," Mr. Craven said, "the Commission should leave the task of programming in the public interest exclusively to the licensee where it belongs as a matter of right and duty."

The proposed new program forms are the result of two years' work among a committee of broadcasters, the Bureau of the Budget and an FCC liaison group. The Bureau of the Budget is responsible for overseeing government forms which businessmen must report on to agencies.

Broached in 1956 • The idea of revising what many broadcasters considered outmoded program information was broached more than two years ago. It came to a head at the 1956 NAB convention. At that time, all members of the FCC agreed that changes should be made.

In the intervening 24 months, broadcasters and FCC staff executives had many meetings. A proposed revision was worked out last May, but broadcaster objections caused it to be re-evaluated. Last week's proposal was the result of further consultations between the broadcasters' committee and the FCC.

Three new categories are listed in the proposed form. These are "Public Affairs," "Instructive," and "Sporting Events."

Also new is the listing for spot announcements. At present these must be calculated on a 14½-minute period basis. In the proposed new form, these are figured on an overall weekly basis for three major time periods—6 a.m.-6 p.m.; 6-11 p.m., and all other hours. This also calls for the figuring of the average number of spot announcements per 15-minute segment and the number of such segments where the average is exceeded. Daytime radio stations would be permitted to limit themselves to the 6 a.m.-6 p.m. category.

The definition of a commercial program has been revised. At present any 14½-minute program which contains any amount of commercial copy must be counted as commercial; in the proposed form, the segment is changed to 14 minutes—thus providing for a one-minute spot without causing the program to be classified as commercial.

The definition of a live program has also been amended; at present if a live program uses recordings in whole or in part, it must be classified recorded. In the revised proposals, a program which is live at least half the period may be classified live.

Wire commercial and wire sustaining have been eliminated entirely.

Where the station carries promotional announcements and no charge is made, no classification is required. At present all such promotion announcements relating to a commercial program are required to be classified as commercial.

How It Should be Split • The new percentage program classifications run as follows:

"(1) Religious (include here all sermons, religious news, music and drama, etc.).

"(2) Agricultural (include here all programs containing farm or market reports or other information specifically addressed to the agricultural population).

"(3) News (include here news reports and commentaries).

"(4) Public Affairs (include here talks, discussions, speeches, forums, panel round table and other programs primarily concerning current local, national and international affairs or problems).

"(5) Instructive (include here programs, not classified in 1 to 4, involving primarily the discussion of, or primarily designed to further an appreciation of or understanding of, literature, music, fine arts, history, geography, and the natural and social sciences, and similar programs intended principally to instruct).

"(6) Entertainment (include here all programs which are intended primarily as entertainment, such as music, drama, variety, comedy, quiz, breakfast, children's, etc.).

"(7) Sporting Events (include here play-by-play and all pre-game and post-game related activities whether or not broadcast in behalf of educational institutions)."

The program classification continues the educational formula asking for percentage

Best insurance you can buy against long periods of interrupted service. With an elevator, it's possible to get a technician up on the tower fast . . . and in almost any kind of weather . . . to locate and correct trouble. This kind of *fast* action is just not possible without an elevator, especially at night or during icy winter weather.

Easy to give on-the-spot supervision. When there's work being done way up the tower, an elevator enables you to supervise and inspect the job yourself, get a first hand close-up view of equipment in safety and comfort.

Greatly simplifies routine maintenance. Light bulb changes, fastener and paint checks, periodic inspections all take less time, less effort, cost less money. An elevator puts men on the job fresh and ready to work, not tired after a long climb.

Dresser-Ideco TOWER ELEVATOR

assures speedy, safe service, inspection and maintenance

Dresser-Ideco elevators are engineered and built for complete safety and simplicity of operation and maintenance. A single switch moves the car up or down, or stops it at any point on the tower. The system is completely equipped with automatic safety devices. A radio control system eliminates the need for elevator wiring circuits on the tower, greatly simplifies installation and maintenance.

An elevator is practically a "must" on a tall antenna tower. Dresser-Ideco recommends that all towers in the 700-foot height range, or higher, be elevator-equipped, and suggests under certain circumstances that an elevator would be a practical investment in a tower of lesser height.

Plan on a Dresser-Ideco elevator for *your* new tower or investigate the possibilities of adding an elevator to your present tower . . . be ready for safe and speedy service, inspection and maintenance. Write us for Elevator Bulletin T-2.

Write for this new Dresser-Ideco Tower Catalog T-57 . . . the first complete broadcast antenna tower story.

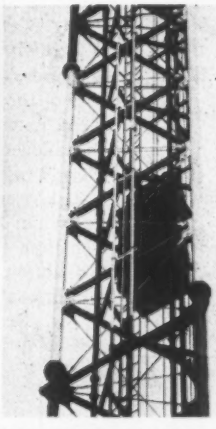
Dresser-Ideco Company

One of the Dresser Industries

TOWER DIVISION, DEPT. T-82
875 MICHIGAN AVE., COLUMBUS 8, OHIO
Branch 8909 So. Vermont Ave., Los Angeles 44, California

(above) A toggle switch controls elevator car movements. The standby system switch is located to the right of the battery meter.

(right) Car is fitted with spring-loaded nylon rollers which engage the guide rails, prevent car sway and insure smooth operation.



(right) Rated for a load of 750 pounds, will comfortably accommodate two people. Car stops automatically if door is opened, will not start until it is closed. Supported by a double set of cables, either one of which will hold the car and its full load.

U. S. Patents Pending Nos. 711703 and 711692

of programs prepared for or in behalf of educational organizations.

Representing the broadcasters was a special committee of the Broadcasters Advisory Committee on Federal Reports, headed by Ben Strouse, WWDC-AM-FM Washington, D. C.

Other members of the committee were Charles J. Truitt, WBOC Salisbury, Md.; Thomas G. Tinsley, WITH Baltimore, Md.; Robert C. Walker, WCHV Charlottesville, Va.; Lawrence H. Rogers II, WSAZ-AM-FM-TV Huntington, W. Va.; Joseph L. Brechner, WERC Erie, Pa.; Carl J. Burkland, WAVY Norfolk, Va.; C. T. Lucey, WRVA Richmond, Va.; E. K. Jett, WMAR (TV) Baltimore, Md.; John Elmer, WCBM Baltimore, Md.; Vincent Wasilewski NAB; Leon Brooks, CBS; Thomas E. Ervin, NBC; Joseph Baudino, Westinghouse Broadcasting Co.; William C. Koplovitz, Federal Communications Bar Assn.

Representing the Bureau of the Budget's Office of Statistical Reports was David E. Cohn. The FCC's group was headed by Joseph N. Nelson, chief of the Broadcast Bureau's Renewal & Transfer Div.

Charges FCC Dictates • Comr. Craven's dissent hit what he called the FCC's practice of "consistently" censoring broadcast stations' programming by among other things "dictating the program pattern to be followed by all stations." This is done, he claimed, through the establishment of program categories in the application forms.

Mr. Craven continued:

"The establishment of program categories, the Commission has long insisted, falls entirely within its regulatory powers since these categories serve merely as guideposts for the applicants and need not be followed. Such argument sounds quite reasonable to anyone not familiar with the practical applications of these 'guideposts,' or the 'lifted eyebrow' technique used by this administrative agency. But to one whose broadcast experience has been more practical than theoretical, it is obvious that no licensee is free to program according to his personal opinion as to what constitutes the best public service when he knows full well that his views are destined to be evaluated in the light of pre-conceived and pre-stated opinions of the regulating agency."

The Commission's position is both "illegal and impractical," Mr. Craven added. "For, here the Commission prescribes what programs it considers to be in the best interest of the public and, by this prescription, creates either an artificial demand or an artificial need, or both—which does violence to principles of freedom of expression; to the clear statutory principle that choice of programs is the licensee's exclusive duty and responsibility; to every social aspect of programming as it applies to the varying tastes, customs, needs and demands of the many communities of this nation; and to the economic well-being of the stations themselves."

Promote Your Station

THROUGH RATEL

Copyrighted and patent pending

Why not be the first and only radio station in your city to have these radios placed in business organizations throughout your city without any cash cost to your station. The radio is tuned to your frequency only and carries the promotion and publicity of your station.

FIVE TUBE SET

For further information write, wire or call RATEL. No obligation.

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COLLECT

HARRIS COMMITTEE ENDS CH. 4 TEMPEST

- **Rumor source still unsolved**
- **Year end report forthcoming**

The House Legislative Oversight Subcommittee last Wednesday (Nov. 26) wrote finis to its investigation of the FCC's grant of ch. 4 Pittsburgh—and to all other cases—without finding out who started rumors of alleged bribes.

After two weeks of testimony on whether former FCC Chairman George C. McConnaughey solicited or was offered bribes totaling $250,000 for his vote [GOVERNMENT, Nov. 24, 17], last week's hearing was called to attempt to determine if the rumors were "started deliberately." Three witnesses, Earl F. Reed, Lee W. Eckels and George Sutton repeated under oath what they previously had told the subcommittee. Messrs. Sutton and Eckels were in direct conflict in their testimony, while a fourth witness, William Matta, contradicted testimony given by Mr. Reed.

Testifying Wednesday, Mr. Reed, president of winning applicant Tv City Inc. after its merger with Hearst-WCAE Pittsburgh, repeatedly told the subcommittee that he did not remember who first told him of the alleged bribes. "If I knew where I heard these things, I would tell you," he stated.

He said he first heard the rumor Mr. McConnaughey was to receive $200,000 from Hearst sometime before the June 3, 1957, oral argument before the Commission. He first learned of a second rumor—that Mr. McConnaughey had solicited $50,000 from Tv City—June 3 or 4, 1957, Mr. Reed stated.

Several other witnesses testified they first heard of the bribe rumors from or through Mr. Reed, to which Subcommittee Chairman Oren Harris (D-Ark.) referred when he told the witness: "Everything, very frankly, points in a certain direction . . ." regarding the source of the rumors.

Mr. Reed again testified, as he did two weeks ago, that Mr. Matta was the only person, although not the first, he could specifically remember telling him of the alleged bribe solicitations. Subcommittee Chief Counsel Robert Lishman, after reading Mr. Matta's testimony of Monday that he (Matta) did not tell Mr. Reed of the alleged bribes, asked Mr. Reed if he wanted to change his statement. "No, I don't wish to change my testimony," the witness replied.

Mr. Matta, one of three applicants for ch. 4 who withdrew after being paid $50,000 in expenses, testified Mr. Reed had in fact told him of the alleged Hearst bribe. He said Mr. Reed stated Mr. McConnaughey had told of the alleged Hearst offer during a party in New York. The bribe rumors, Mr. Matta stated, were one of the considerations involved in the decision to withdraw his application. (A previous witness and applicant for ch. 4, Scott Fink, also attributed the withdrawal of his application to the rumors.)

Mr. Reed also stated, in answer to repeated questions, that he did not remember

Success assured . . . with *Ansco*

Fine motion picture films are usually those films specifically designed to do special jobs.

That's part of the reason for the success of Ansco's 16mm Anscochrome Professional Camera Film Type 242. Here is a film that has been perfected for the one purpose of producing low contrast originals with the finest possible print-through characteristics obtainable.

Type 242 offers reds and flesh tones of unparalleled beauty, blacks having high D-max and saturated, rich, color tones throughout the entire spectrum.

If you haven't as yet used Ansco's Type 242 along with Ansco Type 238 Color Duplicating Film, you're missing the best team ever produced for sheer color quality.

Why not contact your local Ansco representative today and ask him to demonstrate the vast possibilities of these two great emulsions. You'll be glad you did. Ansco, Binghamton, N. Y. A Division of General Aniline and Film Corp.

Ansco

Professional Motion Picture

REMOVING TEMPTATION

FCC Chairman John C. Doerfer, under attack last winter for accepting honorariums from the broadcasting industry, last week informed his attacker—the Legislative Oversight Subcommittee—the Commission plans to recommend that Congress outlaw the practice.

In a letter to Rep. Oren Harris (D-Ark.), subcommittee chairman, Comr. Doerfer also said the FCC plans to recommend a change in Sec. 409 (c) of the Communications Act "to prohibit *any* person (except as authorized by law) from making a presentation to the commissioners except on the record."

The subcommittee has uncovered many instances of *ex parte* contacts and alleged attempts to influence the Commission in its year-long investigation of the FCC and other agencies. The new Commission recommendation would apply to members of Congress. At present, the law specifically prohibits behind-the-scenes representations by persons who have assisted in preparing an applicant's case or who appeared before a hearing examiner.

who first told him the (1) FCC was split 3-3 for Tv City and Hearst and (2) that Messrs. McConnaughey and Sutton planned to form a law association. Both pieces of information came to him via telephone the night of June 3, 1957, he said.

Rep. Harris countered that this seemed to him "perfectly ridiculous that you [Reed] can remember everything else about this but cannot remember where you heard this important information." Mr. Reed, when asked if a certain individual was the party that called, repeatedly replied: "I have no idea where I got the information."

Messrs. Eckels, Tv City official, and Sutton, former Tv City attorney, were recalled by the subcommittee in its attempt to find out if Mr. Sutton was discharged. Mr. Eckels again stated that he told Mr. Sutton at a June 4, 1957, luncheon the attorney no longer would represent the tv applicant or its radio station, KQV Pittsburgh. "I not only claim it, I did tell him" he (Sutton) was discharged, Mr. Eckels emphasized. He also claimed the 3-3 tie vote was discussed.

Mr. Sutton denied that he was either fired or the Commission vote was discussed with Mr. Eckels on June 4. He said he first learned of the Commission vote, taken June 3 immediately after the oral argument, a week or 10 days later. And, to this day, he claimed, he has never been discharged by Tv City.

At the close of the Wednesday session, Rep. Harris announced the subcommittee's lengthy, stormy hearings on several FCC matters were concluded. He said the subcommittee would meet in executive session Dec. 10 to consider its report, due for release by the end of the year [GOVERNMENT, Nov. 24].

Withdrawal of Protest Denied, KISD Will Seek Review by FCC

Commission review of an examiner's denial of a request by KISD Sioux Falls, S. D., that it be allowed to withdraw its protest of a station sale will be asked by KISD, it was learned last week.

FCC Chief Hearing Examiner James D. Cunningham denied KISD's petition to withdraw its protest against the sale of 51% of KIHO Sioux Falls by James A. Saunders to William F. Johns Jr. for $9,000, giving Mr. Johns sole ownership of the station [AT DEADLINE, Nov. 24].

KISD last week said that while its next action will be to ask for more time to reply to the examiner's action, it intends ultimately to ask the FCC to review the decision. The station said the positions taken by the Broadcast Bureau—whch opposed the requested withdrawal of protest—and the examiner represent a "whole, brand new idea." The decision is a departure from present policy and the FCC is "faced with deciding whether it is going to adopt a new policy" in such decisions, KISD added.

FCC approved the sale without hearing on June 26 [FOR THE RECORD, July 7], KISD protested July 21 and the FCC designated the transfer for hearing Aug. 20 [GOVERNMENT, Aug. 25], adopting issues raised by KISD on Mr. Johns' financial qualifications; whether Mr. Johns' proposed programs would serve the needs and interests of the Sioux Falls area, whether transfer of control had actually taken place prior to FCC consent, whether Mr. Johns already controlled KIHO, whether Mr. Johns was operating with practices "calculated to deceive or defraud" listeners, and on Mr. Johns' character qualifications.

Examiner Cunningham's decision held that a Sept. 30 agreement under which Mr. Johns agreed to pay a total of $10,000 to KISD is a private settlement and that the issues raised by KISD are a matter of the public interest. His decision tacitly agreed with the Broadcast Bureau's position that KISD is now duty-bound to carry its "full burden" in the proceeding. The examiner concluded that while the FCC in previous cases has allowed protestants to withdraw after cash settlement, "none involved the serious character questions here presented."

Mr. Johns and his father William F. Johns Sr. also own WMIN-AM-FM St. Paul, WOSH Oshkosh, Wis., and KRIB Mason City, Iowa.

O'Hara Opening D. C. Law Office

Rep. Joseph P. O'Hara (R-Minn.) last week announced plans to open a law office in Washington following his retirement from Congress, Dec. 31. He will be located in the World Center Bldg. (telephone Executive 3-3000), beginning Jan. 3, 1959. Rep. O'Hara, a member of the House Commerce Committee and its Legislative Oversight Subcommittee, has been a congressman for 18 years. He did not seek re-election, announcing his plans to retire at the end of the current session last summer.

AIR RATION PLANS

Remember when you had to have a priority to get a telephone installed in your home? Remember when your Western Union telegram or your long distance telephone call had to take its place in the bureaucratic priority line-up?

Well, echoes of those days popped up in an announcement by the Office of Civilian & Defense Mobilization that a guide had been issued to assist government agencies and private users planning to use electrical communications during wartime or a national emergency. The order, Defense Mobilization Order IX-4, states that a communications agency will be responsible for determining and allocating priorities for the use of communications services by government and private users.

These include radio frequencies, common carrier international radio and cable facilities and domestic telephone and telegraph services. Leo A. Hoegh, director of OCDM, emphasized that rules and regulations of the FCC are not affected. Private users would continue to apply to the Commission for radio frequency assignments.

FCC Starts Action to Deny Request of Gov. McNichols

The FCC by majority decision last week directed the Commission staff to prepare a document looking toward denial of rulemaking issued July 29, 1957, proposing low-power tv "repeater" stations on vhf and uhf to pick up and retransmit locally the programs of outside tv stations and for termination of that proceeding.

In such actions the FCC reserves the right to change its mind upon its final decision.

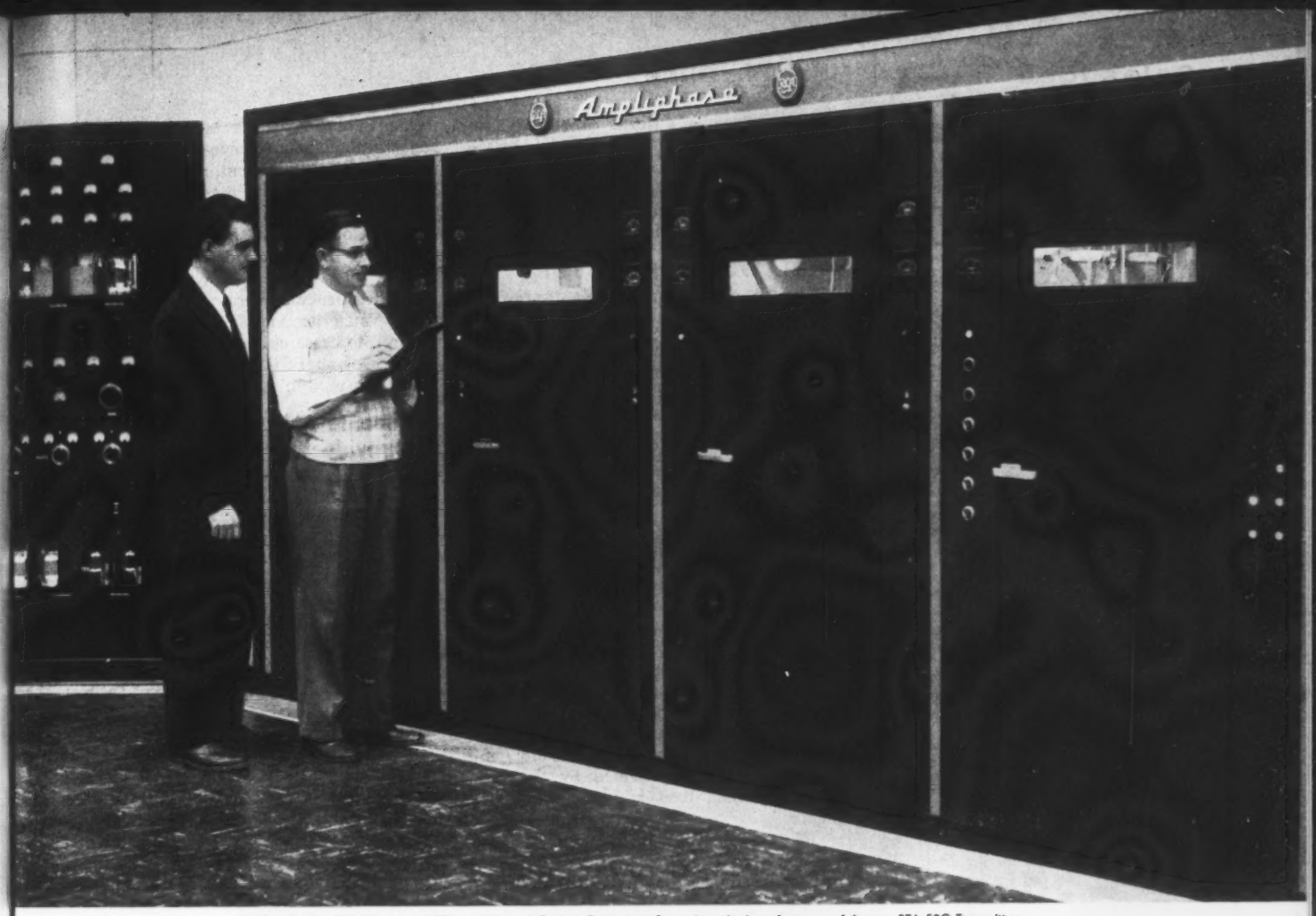
The rulemaking was instituted at the request of Gov. Steve McNichols of Colorado as a means of furnishing tv service to remote and sparsely settled areas.

Still outstanding is rulemaking issued June 27, 1957, proposing authorization of uhf "boosters" for tv licensees to fill shadowed areas.

The FCC on May 22 encompassed the tv "booster" and "repeater" questions in blanket rulemaking to elicit information on CATV systems, boosters and repeaters, translators and tv satellite stations [GOVERNMENT, May 26].

Fm Denied 2nd Class Mailing

An fm station's program guide has been declared ineligible for second class mailing privileges in a Post Office Dept. ruling in Washington. Charles D. Ablard, judicial officer of the Post Office, overruled a hearing examiner's recommendation and held that the program guide of WFMR (FM) Milwaukee is essentially advertising material and thus precluded by law from second class mailing privileges. The second



William Sadler, Chief Engineer, KSTP, and Howard Carlson, Transmitter Supervisor, check performance of the new BTA-50G Transmitter.

"I have been very much impressed by our BTA-50G's long-term stability"

Says William Sadler, Chief Engineer, KSTP, St. Paul

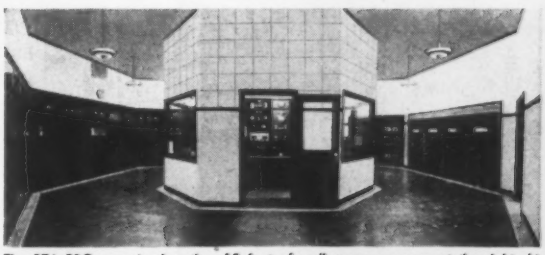
"Our 50 KW Ampliphase Transmitter has provided outstanding savings in installation costs, and reduced power bills!"

Installation of the RCA Type BTA-50G *Ampliphase* Transmitter at KSTP, St. Paul, was accomplished in three weeks under the supervision of William Sadler, Chief Engineer. The 15-foot long BTA-50G was placed along one face of the octagonally shaped transmitter room at KSTP, while the old 50 KW composite transmitter occupies approximately one-half of the remaining wall area.

Since the BTA-50G went into operation at KSTP there has been an outstanding reduction in power cost. Smaller size of the *Ampliphase* Transmitter has reduced maintenance time and expense.

Stability of the BTA-50G Transmitter, a most important factor in 50 KW operation, has really sold KSTP on the *Ampliphase* system of modulation. The dual exciter-modulator units assure stable and continuous service. As a result, W-GTO, Cypress Gardens, Florida, a KSTP affiliate, has purchased a BTA-50G Transmitter.

For installation and operating savings, streamlined improved program coverage, the best sound possible, you need the RCA BTA-50G. Now in daily operation at five stations. See your RCA Broadcast representative. In Canada: write RCA VICTOR Company Limited.



The BTA-50G occupies less than 15 feet of wall space, as seen at the right. At the left, a portion of the old composite 50 KW transmitter can be seen which takes up approximately 2½ times as much wall space, as the Ampliphase Transmitter

Layout of wall-mounted switchgear. Heavy components are installed at floor level which eliminates need for reinforcing the tile wall.

Note generous oversize plate tuning capacitor shown in this view of William Sadler inspecting the right-hand PA cabinet.

RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N.J.

Sales Idea

How to reach your objective

... IN BUFFALO

An **AIMS** Station

It's much easier with

WBNY

- Lowest cost-per-thousand listeners!
- Biggest volume of national advertising!
- Biggest volume of local advertising!
- Always GOOD . . . now a MUST!

Call Masla Quick!

class privilege is a form of subsidy, according to the Post Office, and the WFMR program guide does not qualify. At least one other program guide, that of a television station, also has been declared ineligible for second class mailing.

AT&T, WU Get Rate Boost In Spite of All-Media Protests

The FCC last week, despite protests from NAB, news wire services, American Newspaper Publishers Assn. and others, authorized interim increases in tariffs for private line teletypewriter services by American Telephone & Telegraph Co. and Western Union, effective tomorrow (Dec. 2).

Groups using the services had asked a 90-day suspension of the new tariffs. The new rates, an increase of $8.5 million a year for AT&T and $4.2 million for WU, originally were scheduled to go into effect today. They were suspended one day, however, for action requiring the two carriers to keep records of the increased revenues for possible refunds when the FCC makes a final decision in its two-year-old investigation, which is to determine among other things whether the new rates are lawful.

AT&T originally had filed for an increase totaling $11 million and WU for $6.7 million, but they were denied by the Commission, which then accepted the revised figures.

FCC said its preliminary findings in the investigation support "the need for some increases on an interim basis" for private line teletypewriter rates.

NAB and others had charged the boosts would tend to restrict the free flow of news since higher costs would force small radio stations and newspapers to curtail or discontinue their news agency services.

Court Sets Boston Deadline

FCC has been given to Dec. 15 to designate the Boston ch. 5 case for rehearing. The U.S. Court of Appeals told the Commission to either set the case for hearing by that date or tell why. This was the court's response to an FCC notice of last month that it was still investigating the case [GOVERNMENT, Nov. 10]. The Appeals Court remanded the Boston ch. 5 case last July for investigation of influence charges and asked for interim status reports.

Houma CP to St. Anthony Corp.

The FCC last week made effective immediately an initial decision of early November and granted the application of St. Anthony Television Corp. for a tv construction permit in Houma, La. The grant in Houma was for ch. 11. Originally, Mitchell Wolfson and Sidney Meyer, owners of WTVJ (TV) Miami, Fla., and WLOS-AM-TV Asheville, N. C., had also applied for this facility.

FCC Supported on Interference

A federal court has put teeth into the FCC's campaign to eliminate unlicensed and uncertified electronic heating equipment in industrial areas which interferes with radio and tv broadcast reception. At the same time, the FCC's Field Engineering & Monitoring Bureau issued a bulletin indicating concern about interference to radio-tv from similar heating equipment, reported to number in the hundreds in the New York area.

Judge Frederick V. P. Bryan of the U.S. District Court for the Southern District of New York last week ordered Emar Separator Co., New York, which uses heat from radio frequency generators in processing plastic material into articles of wearing apparel, to cease operating its equipment in defiance of an FCC cease and desist order issued last month.

Minneonto Seeks 8 Translators To Provide Intl. Falls Signal

Minneonto Tv Inc. has filed applications for eight translator stations with the FCC to serve as a two-channel station and relay system between Duluth and International Falls, Minn. The system "has been designed to cover the majority of the population in Virginia and the sparsely populated area between Virginia [Minn.] and International Falls . . ." according to the applications. The translators are planned as a substitute for a tv station on ch. 11 (KIFS [TV]) at International Falls granted Minneonto by the FCC.

The proposed translator operation would relay the signals of ch. 3 KDAL-TV and ch. 6 WDSM-TV, both Duluth, 140 miles by establishing two translators each at Virginia (chs. 72 and 74), Orr (chs. 80 and 82), Kabetogama (chs. 76 and 78) and International Falls (chs. 71 and 73).

Single Tv, Am Grants Made

The FCC last week granted Rocket City Television Inc., Huntsville, Ala., a construction permit for a new tv station to operate on ch. 31. At the same time, the Commission granted Harold J. Arnoldus, Page, Ariz., a construction permit for a new am outlet on 1340 kc with 250 w. The Commission noted that Page is still under construction as part of a dam project. For other FCC actions of last week, see FOR THE RECORD, page 99.

Explain Delay, FCC Tells WSBR

WSBR Warwick-East Greenwich, R. I., was informed by the FCC last week that unless it replies within 30 days requesting a hearing, its application for time to complete construction will be dismissed, its construction permit cancelled and call letters deleted. Also, the application for transfer of control of WSBR to Milton E. Mitler (WADK Newport, R.I.) would require a hearing, according to the FCC, on the issue of duopoly.

ABC Chicago Stations Renewed

The licenses of ABC's broadcast properties in Chicago—WENR-FM, WBKB (TV) and 50% of WLS—were renewed last week by the FCC. But the renewals were made "without prejudice" to whatever the FCC may decide when it makes its final conclusions on its Network Study (Barrow) Report and on related studies and inquiries now being considered or conducted by the Commission. The other 50% of WLS is owned by Prairie Farmer Publishing Co. (*Prairie Farmer*).

how much are you paying for socialism?

You wouldn't knowingly pay a cent toward socializing the U.S.A. You've seen what happens to the rights and freedoms of the individual in other countries when government takes over and runs things.

Yet you and other Americans have already paid more than *five and a half billion dollars in taxes* toward the socializing of the electric light and power business. So-called "public power" has now put control of almost 1/5 of the country's electricity in government's hands.

And that's just the beginning. The federal "public power" pressure groups are pushing the idea that Congress should spend *another ten billion dollars* to carry this grab farther—with taxes to be collected from *you*.

And it's all so unnecessary. For America's many *independent* electric light and power companies are able—and ready—to supply the electricity the nation needs—*without* spending a cent of your taxes.

The reason this *socialism by taxation* goes on is simply that most people don't know about it. So you can help halt it by spreading the word.

As soon as enough people know that their taxes are being used to buy socialism, they will stop it.

WHEN "PUBLIC POWER" WINS—YOU LOSE!

Every time the lobby for federal "public power" pushes another government electricity project through Congress, you are taxed to pay the bill.

America's Independent Electric Light and Power Companies

Company names on request through this magazine

It's this easy

to get programs and sponsors together, anytime

When television programs and commercials are recorded on Videotape*, they can be scheduled to run in almost any combination and at any time. Stations can dovetail schedules for local, network and special events quickly and easily. "Live" spots can be run at any availability. And both can be timed to reach pre-selected audiences.

And with Videotape, stations can plan more "local live" programs . . . increase the number of "local live" commercials . . . build up station income.

But this is just part of the story. Let us tell you how completely the Ampex VR-1000 Videotape Recorder is changing the face of television. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

Hammell, Four Firms Hit in FTC Complaint

Arthur Hammel and four New York firms of which he is an official were charged by the Federal Trade Commission last Wednesday (Nov. 26) "with using misrepresentation to sell such advertising promotional plans as 'a millionaire's weekend trip to Las Vegas' to radio and television stations." The companies cited were Advertisers Assoc. of America Inc., Teleradio Advertisers Inc., United Publicity Inc. and Teleradio Advertisers ("the trade name of Mr. Hammell"), all of 350 Fifth Ave.

The FTC complaint also said other "typical" contests sponsored by Mr. Hammell were "juvenile delinquency essay contest" and "safety on the highway essay contest." The FTC said the complaint charged that Mr. Hammell, "through the firms' salesmen, enters into contracts for his advertising plans with the stations and local merchants. The latter are to receive radio and tv advertising for their businesses while the stations are to receive certain percentages of the merchants' payments. Mr. Hammell promises to provide the advertising scripts as well as the prizes.

". . . The firms made false claims to both the stations and merchants when selling these plans. For example, the stations are led to believe that all checks obtained from merchants will be made payable to them. In reality, many checks were made payable to the respondents, [and] without authority they endorsed some made jointly payable to them and the stations and kept the station's share."

FTC said "Teleradio advertisers and its affiliates are further charged with falsely claiming that they will provide free trips to Las Vegas or a cash substitute, advertise the promotion in local newspapers, or exhibit subscribers' merchandise on television."

Other false claims charged by the complaint, FTC said, included: "That they would change each merchant's commercial copy monthly; each merchant would be furnished an attractive display bearing the radio station's call letters; all leading businessmen in the area were participating; that backdrop tv advertising conformed to a sample shown to subscribers; that the firm's salesmen were agents of the stations, and that only one business of a kind in a specified area would be permitted to sponsor the plan."

FTC granted the parties 30 days to file an answer and scheduled a hearing Jan. 21, 1959, in Washington.

Empire State Bldg. representatives reported Wednesday Mr. Hammell is no longer a tenant there. The office of Arthur Hammell at 80 Eighth Ave., New York, reported Mr. Hammell has been ill for a week and could not be reached for comment.

Norman D. Levy, an attorney in the Empire State Bldg. who said he has served as counsel for Mr. Hammell, said all comment would be withheld until the FTC complaint has been received. He declined to say whether the four firms named in the FTC complaint are active now, but he did say they have not been corporately dissolved.

UPCOMING

December

Dec. 2: NAB, Broadcasting Hall of Fame advisory committee, NAB headquarters, Washington.
Dec. 2-4: Electronic Industries Assn., quarterly meeting, Roosevelt Hotel, New York.
Dec. 4: NAB, Tv film committee, NAB headquarters, Washington.
Dec. 13: Connecticut UPI Broadcasters, winter meeting, Commodore McDonough Inn, Middletown.
Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.
Dec. 16: NAB, convention committee, NAB headquarters, Washington.
Dec. 17: NAB, ad hoc committee on editorializing, NAB headquarters, Washington.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.
Jan. 23-25: Advertising Assn. of the West, midwinter conference, Rickey's Studio Inn, San Jose, Calif.
Jan. 23-25: AWRT, Michigan conference, Detroit.
Jan. 28-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.
Jan. 29: ANA, annual cooperative advertising workshop, Hotel Pierre, New York.

February

Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.
Feb. 8-14: National Advertising Week.
Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 15-18: NAB, annual convention, Conrad Hilton Hotel, Chicago.
March 15-19: NAB, broadcast engineering conference, Conrad Hilton Hotel, Chicago.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.
April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.
April 16-19: Advertising Federation of America, fourth district annual convention, Desert Ranch and Colonial Inn, St. Petersburg, Fla.
April 30-May 3: AWRT national annual convention, Waldorf-Astoria Hotel, New York City.
April 30-May 3: AFA, 4th district, Tides Hotel & Bath Club, St. Petersburg, Fla.

June

June 7-10: AFA, 55th annual convention, Hotel Leamington, Minneapolis.

Political Science Group Offers Nine-Month Congressional Stint

The American Political Science Assn. has begun accepting applications from political journalists and political scientists for its 1959-60 congressional fellowship awards. Each winner receives $4,500, most of which is tax-exempt, plus travel expenses for a nine-month stay in Washington.

Fellowships are open to political scientists and journalists between the ages of 23 and 35 who have had advanced training combined with experience. Competition is on a nationwide basis with winners to be selected by members of Congress, Washington journalists and political scientists.

The fellowship winners will work as staff members in the offices of senators and congressmen and on congressional committees. Journalism candidates are required to have an A. B. degree and at least one year of professional experience in radio-tv, newspaper or magazine work. Applications must be submitted prior to Feb. 15, 1959, with winners to be announced early in April.

Further information and application forms may be obtained from The American Political Science Assn., 1726 Massachusetts Ave., N.W., Washington 6, D. C.

"Stocks furniture on tape"

Mr. Robert Breckner
V. P. Programming
KTTV, Los Angeles

"We Videotaped* the world's largest home furnishing store, Barker Bros., floor by floor — in one session of less than 5 hours, we recorded a huge collection of furniture, complete with motion. This technique, which has enabled KTTV to capture the immensity of this store and its stock, is helping Barker Bros. and its agency, Mays & Company, get more out of its TV than ever before."

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

Producers Survey Accounting For Guidance of IRS on Taxes

Price Waterhouse is engaged in interviewing member companies of the Alliance of Television Film Producers regarding their tax accounting procedures. Information from the study, ordered by the producers, will later be collated for submission to the Internal Revenue Service as an aid in determining a method of taxing these companies.

The interview method of collecting the data is necessary, ATFB President Maurice Morton told BROADCASTING, because different procedures employed by the 22 member producers would make answers to a mail questionnaire meaningless. For example, he pointed out, sales commission paid to agencies like MCA or William Morris are included by some film producers in the cost of production, while other companies charge them to overhead.

This method is also protracted, Mr. Morton said. One interviewer who is familiar with the procedures of a number of companies can do a more efficient fact-finding job with other companies than 22 interviewers, each reporting on a single film producer, he explained. He estimated that the job might be completed around the first of the year.

The Alliance embarked on its survey of tax accounting following a proposed change in Treasury Dept. requirements that would force producers to shift from a cost recovery method of computing taxes to an estimated gross receipts method which the tv film producers felt could tax them out of business [TRADE ASSNS., Sept. 1; GOVERNMENT, July 28; FILM, April 7].

Follow the Leaders—No. 1

SOLD

In Washington, D. C. to

WWDC

Ben Strouse, Pres. and Gen. Mgr.

RADIO PRESS

World-wide news and feature coverage at low cost:

Daily feed by wire, tape or FM • 12 five-minute segments • one-to-two minute actuality pickups • one-minute news capsules!

WRITE FOR FREE BROCHURE AND AUDITION RECORD

RADIO PRESS

18 East 50th Street New York 22, N.Y.

Plaza 3-3822

AAP Sells 'Popeye' to Four More, Makes New Warner, Other Sales

Four more tv stations have bought Associated Artists Productions' cartoon series of "Popeye," it has been announced by AAP General Sales Manager W. Robert Rich. Sales to date total 137 stations. New buyers are KENI-TV Anchorage and KFAR-TV Fairbanks, both Alaska; WSAV-TV Savannah, Ga., and KRBB (TV) El Dorado, Ark. "Popeye" renewals were ordered by WPRO-TV Providence and KBTV (TV) Denver.

Mr. Rich also reported sales of Warner Bros. feature film group to the following: WMTW (TV) Poland Springs, Me., six groups; KGGM-TV Albuquerque, three groups; WCYB-TV Bristol, Va., two groups, and single groups each to WLOS-TV, Asheville, N. C., WBAL-TV Baltimore and WISN-TV Milwaukee. "Sherlock Holmes" features were sold to WJAC-TV Johnstown, Pa., and WMAR-TV Baltimore; post-'48 "Movielands" to KGGM-TV; westerns to WSAV-TV and KRGG-TV Jefferson City, Mo., and adventure films to WPST-TV Miami.

New sales for its package of four Christmas programs also have been reported by AAP to KTSM-TV El Paso, KENS-TV San Antonio, KCRA-TV Sacramento, KOLD (TV) Tucson, KCIX-TV Nampa-Boise, Idaho, and KRTV (TV) Great Falls, Mont. The film quartet: "Star in the Night," "A Christmas Carol" (with Alastair Sim), "Silent Night" and "The Emperor's Nightingale."

Glen Buys Two Demet Productions

Glen Films Inc. has bought Peter Demet's *Championship Bowling* and *All Star Golf* for "in excess of $3.8 million," it was announced last week. Mr. Demet and Walter Schwimmer Inc., Chicago, continue as executive producer and distributor, respectively. *Championship Bowling* is syndicated to tv stations in 155 markets; *All Star Golf* is on ABC-TV.

MCA-TV Film Sales Equal Costs

MCA-TV Film Syndication Div., which contracted earlier this year to pay $50 million for the Paramount Pictures library of 700 feature films, was reported last week to have achieved sales approximating or exceeding that figure. The library has been on the market for 25 weeks and has been sold in 25 markets, according to an MCA-TV spokesman. Latest to sign: WGR-TV Buffalo, WTOL-TV Toledo, WBAL-TV Baltimore, WJR-TV Detroit, KVAR-TV Phoenix and KPTV (TV) Phoenix.

CNP Plans New Tv Film Products

California National Productions, NBC's film syndication subsidiary, has indicated that it intends to go ahead with pending arrangements for new tv film product next year. Frank Cleaver, CNP's vice president in Hollywood, conferred last week with New York officials of CNP including President Earl Rettig. After the meeting, Mr. Rettig said the company initially had planned to limit its production schedule in the year ahead because of the recession but that "our current sales success," a general business upturn and "wave of optimism" from producers of goods and services in the country, caused a change of plans.

FILM SALES

Trans-Lux Encyclopaedia Britannica Film Library purchased by KVKM-TV Monahans, Tex. Five-year contract is effective Dec. 1.

Screen Gems (tv subsidiary of Columbia Pictures Corp.) announces total of 127 domestic and five Japanese tv stations have signed for its *Rescue 8*.

Caldwell Tv Film Sales, Toronto, Ont., claims largest single purchase of syndicated film programs in Canada with buy by Procter & Gamble Co. of Canada Ltd.

Phillips Petroleum Co. (Phillips "66" gasoline), Bartlesville, Okla., Saturday (Dec. 6) begins 52-week sponsorship of CBS Television Films Sales' *Colonel Flack* on WKBK-TV Chicago. Agency: Lambert & Feasley, N. Y. Also sold by CBS Film: *Flack* to Dow Chemical Co. (MacManus, John & Adams Inc.) for 52 weeks on WWJ-TV Detroit. Additional regional sales place *Colonel Flack* in over 100 markets, CBS said.

Continental Oil Co. (Conoco), Houston, renews for third consecutive year CBS Television Film Sales' *Whirlybirds* in 60 markets. CBS claims that deal — negotiated through Benton & Bowles, N. Y.—will gross approximately $700,000 time and talent. Series is seen in total of 175 markets.

Jayark Films' new tv cartoon series *Bozo the Clown*, sold to date in 56 U. S. markets with Jan. 1 premiere, also has been sold to Canadian Broadcasting Corp.'s French-Canadian network and will be shown there pending completion of French-language dubbing. Jayark reports 72 films completed and 84 others now in production.

FILM DISTRIBUTION

Trans-Lux Television Corp., N. Y., reports it is offering tv stations Christmas holiday package of five films—*Night Before Christmas, Christmas Through the Ages, Christmas Rhapsody, Santa and the Fairy Snow Queen* and *Jerusalem, the Holy City*.

Official Films Inc., N. Y., has been named distributor of Lynn-Romero Productions film series *Counter Thrust*, it was announced last week. Robert Sanford, OF vice president, is packaging and supervising casting and production details for the pilot film, which is scheduled for January showing.

MCA-TV's Film Syndication Div., N. Y., reports that 39 segments of *Rosemary Clooney Show*, which was syndicated dur-

ing 1956-57 season, are being offered to regional and local sponsors as first-run product in many markets and as second run in others.

ON CAMERA

National Telefilm Assoc., N. Y., has acquired new half-hour film series, featuring Mantovani and his orchestra, for distribution in U. S. Series of 39 episodes is being produced in England by Harry Alan Towers.

Screen Gems, Hollywood, in association with Robert Carlisle and Paul F. Herd is readying new tv film series, *Strategic Air Command.* Frederic F. Frank is writing first script of series, which is being made with cooperation of SAC, U. S. Air Force and Dept. of Defense. Gen. Thomas S. Power, SAC commanding general, will introduce initial program. Screen Gems also has completed negotiations for new series called, *Mother Is the Governor,* starring Helen Traubel, with Doug Morrow as producer-writer.

Gross-Krasne-Sillerman Inc., N. Y., announces production of five new half-hour series in U. S. and abroad. Series are *Fate,* filmed anthology; *Glencannon,* serial based on Guy Gilpatrick stories in *Saturday*

PLAYBACK

QUOTES WORTH REPEATING

A PLACE FOR ALL MEDIA

Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, addressing the national convention of Sigma Delta Chi, professional journalism fraternity, in San Diego Nov. 21:

I will admit frankly that broadcast journalism was born with a bar sinister. It sprang from the loins of show business. Many of its early practitioners were retreads from vaudeville, the theatre and the carnival business. That was a long time ago. But first impressions die hard.

There have been firm indications that we are now coming around to being considered as equals. We have earned this equality not through competing with newspapers. We have earned it by carving out for ourselves a unique and indispensable place in the spectrum of information media. We have determined what we can do best—and are making the most of it.

It is most unfortunate that a competitiveness between print and broadcasting appears to exist on the business side. Certainly there is competition for the advertising dollar. But such a feeling should not slop over onto the editorial side. Actually, newspaper and broadcast journalism complement each other—and each is stronger for having the other on hand.

This was brought home most forcefully to me just a few days ago—specifically, the morning after the elections. As you know, CBS News presented the most complete election coverage it had ever undertaken. From 9 p.m. until after 2 a.m., more than 200 CBS News people worked in our central election studio to bring viewers and listeners from coast to coast the most detailed election coverage. By 2 a.m. the big issues had been decided. My head was full of election results as I had a late supper and went to bed. Yet, the next morning, I hurried to buy the *Times* and *Herald-Tribune* and read all about it—just as avidly as though I had been nowhere near a television or radio set. I was able to sit back and absorb the great mass of election information while I had my coffee. There were charts, columns of figures, photos, sidelights—all there for me to study at my leisure.

I'm sure the reaction was similar in the case of the millions who followed all three networks' election coverage from beginning to end. As a matter of fact, a strong case could be made for an even greater interest in the newspaper coverage as a result of the excitement communicated by the air coverage of the night before.

★ ★ ★

Tossing a few counterblasts at radio's detractors, Cecil Woodland expresses the view that inter-media criticism can be harmful to advertising as a whole. Mr. Woodland, general manager of WEJL Scranton, Pa., and first vice president of the Pennsylvania Assn. of Broadcasters, told this to the Wilkes-Barre Advertising Club Nov. 5. His remarks, in part:

How about radio's acceptance by advertisers? Well, the average radio station in Pennsylvania carries advertising schedules for 44 national, 25 regional and 226 local advertisers. That, I know you will agree, is hardly the business pulse of a dying industry.

Let me assure you that the pall bearers we mention do not come from the television industry. Men and women in both radio and tv—like those in other advertising fields—are sold on and believe in all advertising. They are smart enough to realize that criticism of any advertising medium is criticism of all advertising media. . . .

It is my conviction—and a deep one—that no advertising medium will ever displace any other advertising medium. Instead, each will go its competitive way in search of the available advertising dollar, selling its own medium against others and, in doing so, selling all advertising without which America could not be the great nation it is.

Here's Your **Cue** For More Profit On Your Ampex VTR Investment!

The profits you earn on your Ampex equipment depend on the ability of your technical staff to handle the video tape efficiently. A missed cue between your Ampex VTR and film chain or live programming can, and does, cost you money.

That's why more and more television stations are supplementing their Ampex installations with the Vue-Tronics Tape Cuer.

The VTC "cues" video tape **electronically.** A system of audio and visual alarms, including a unique photo-cell COUNTDOWN, brings your programs in and out on the precise second!

The VTC Cuer takes pressure off your staff, reduces human error, and saves valuable air time.

The VTC Cuer enables technicians to locate commercials or even specific words or effects in seconds. It also provides the basis for automation.

The money you save can easily, **and quickly,** pay for the whole cost of the Cuer.

The following stations have already ordered Cuer installations: KTTV, KCOP, KTLA, Los Angeles; KRON, San Francisco; WPIX, New York.

VUE-TRONICS CORPORATION

5746 SUNSET BLVD., HOLLYWOOD 28, CALIF.

research and development

Evening Post; Flying Doctor, adventure program; *Trade Horn,* outdoor adventure vehicle, and *Sea Hawk,* series starring John Howard Taft that is presently being offered for national sponsorship. Other programs will be available either for spring or fall presentation.

ITC-TPA's first major international tv production will be *Four Just Men,* series of 39 thrillers to be filmed by Sapphire Films Ltd. at cost of $2 million on both sides of Atlantic, with Hannah Fisher as executive producer; Sidney Cole and Jud Kinberg as producers. Jack Hawkins, Vittorio de Sica, Dan Dailey and fourth star yet to be selected, will play title roles, first appearance for any of them in tv series.

Ziv Television Programs, Hollywood, announces that production will be resumed shortly on *The World of Giants,* half-hour adventure series, which is projected for showing on CBS-TV in fall. Series earlier had been scheduled to make its appearance on CBS-TV this season but was postponed without explanation.

Twentieth-Century Fox will film pilot in late December based on Max Shulman's *The Many Loves of Dobie Gillis.* Production will be supervised by TCF-TV's Martin Manulis, in conjunction with Selby-Lake Inc., Mr. Shulman's packaging firm. Mr. Shulman will write all scripts. Pilot, for which a title has not been selected, is expected to be released in early January.

Westinghouse Forms New Firm To Rep Its Owned Tv Stations

The formation by Westinghouse Broadcasting Co. of Television Advertising Representatives Inc. to serve as national sales representative for the five WBC tv stations, effective next July 1, is being announced today (Dec. 1) by Donald H. McGannon, WBC president. WBC had announced last summer it would form its own national sales organization and drop its current representative.

MR. ISRAEL

Larry H. Israel, now general manager of the WBC station in Baltimore, WJZ-TV, has been named general manager of TAR. It will represent the following WBC stations: WBZ-TV Boston, WJZ-TV, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX-TV San Francisco. Two weeks ago, Westinghouse named Am Radio Sales Corp., of which WBC is majority owner, representative of its six radio stations, also effective July 1.

Mr. McGannon indicated that Mr. Israel will be appointed to the board of directors of TAR and recommended to the board for the position of vice president.

Mr. Israel's successor as general manager of WJZ-TV will be announced shortly. Mr. Israel will turn over management of the Baltimore station to his successor in early January and devote full time thereafter to selection of staff and offices for the new company and other organizational details.

Sun Ray Agrees in Principle To Consolidated Retail Merger

Sun Ray Drug Co., which owns WPEN Philadelphia, has agreed "in principle" to a merger with Consolidated Retail Stores Inc., it was announced last week. Harry S. Sylk, Sun Ray president, said each Sun Ray stockholder would receive eight shares of Consolidated common for each Sun Ray share held.

Stockholders of both companies must approve the merger plan. Mr. Sylk said the preferred stock of both companies would be eliminated.

Sun Ray also has an application pending at the FCC for the purchase of WCKR-AM-FM Miami from Biscayne Tv Corp. (Knight-Cox-Trammell interests) for $800,000. This transfer has been held up by the Commission until it considers testimony before the House Legislative Oversight Subcommittee alleging *ex parte* activities in the award of Biscayne's ch. 7 WCKT (TV) Miami [GOVERNMENT, Nov. 10].

KENS-TV, WOAI-TV Put Tower Up

A 1,531-ft. tower is scheduled to be put into use by KENS-TV and WOAI-TV, both San Antonio, next Sunday (Dec. 7). The tower represents a $1 million investment by the two stations. It took 15 months to construct. Engineers estimate that the structure, near Elmendorf, Tex., will nearly double the stations' effective coverage area. KENS-TV and WOAI-TV are maintaining their present towers as auxiliaries.

Petry Marketing Headed by Rohn

A new marketing department to provide data to advertisers and their agencies for consideration in spot campaigns has been formed by Edward Petry & Co., station representative. William B. Rohn, tv account executive, was named its head. The depart-

CREATIVE PROMOTING

Because its new "Frisbie" commercial was adjudged outstanding, Clark Oil & Refining Corp. is getting a free ride on WEAW Evanston, Ill.—even though it has no schedule on the station. Edward A. Wheeler, WEAW president, advised the Clark agency, Tatham-Laird, Chicago, that each month his staff selects a "Commercial of the Month" as a means of encouraging "creative thinking in the preparation of radio commercials," without any strings attached. Mr. Wheeler asked the agency to forward a commercial announcement, to be aired on WEAW once daily throughout December without charge.

we welcome

and congratulate Lincoln Dellar & Company which has just entered the field of purchasing and selling broadcasting properties.

LINCOLN DELLAR & COMPANY

1470 East Valley Road, Santa Barbara, California,
brings the experience of 25 years as owner-operator of a group of Western radio and television stations to those interested in select radio and television properties.

We are proud to announce that the Dellar Company will serve as our Western affiliate; we will serve as Eastern affiliate of the Dellar Company.

R. C. CRISLER & CO., Inc.

New York	Cincinnati, O.	Omaha, Neb.	West Coast
41 E. 42nd St.	Fifth Third Bank Bldg.	Paul Fry	Lincoln Dellar & Co.
MUr. Hill 7-8437	DUnbar 1-7775	P. O. Box 1733 Benson Station	Santa Barbara, Calif. WOodland 9-0770

ment also will consider ways to expand use of the spot medium, wean accounts from competitive media and obtain maximum representation of Petry stations on advertiser lists. Mr. Rohn, who was general sales manager of WINS New York before joining Petry in 1953, will be assisted by LeGrand Redfield Jr., Petry account executive for eight years and head of the company sales service department in 1955-56.

Independents Are Biggest Draw In 20 of Top 25 Markets—Young

Adam Young Inc., New York, last week said that a study completed by its research department shows that non-network stations are the number one outlets in terms of audience in 20 of the top 25 markets. The Young computations were based on the latest figures by The Pulse Inc., covering either August or September.

The study claims that whereas network stations were in either first or second place in 18 markets last fall, they are now either number one or two in only 14 markets this fall. In the fall of 1957, a total of 32 network stations were in the top three positions but this figure has dropped to 27 stations in the fall of 1958, according to the Young study.

The Young president also said that business placed by Young in the first nine months of 1958 exceeded the same period of 1957 by 77%. He said this financial information had been filed recently with the Station Representatives Assn.

KHMS (FM) Starts in El Paso

KHMS (FM) El Paso, Tex., commenced operations Saturday (Nov. 29). Announced as El Paso's first commercial fm outlet, KHMS is on 94.7 mc with 2.55 kw. Co-partners Albert C. Hynes and Logan D. Matthews (H-M Service Co.) limit commercials to a set number and program with an "accent on the classics." The station broadcasts from 4 p.m. to midnight weekdays; noon-midnight on weekends.

REPRESENTATIVE APPOINTMENTS

WMIN-AM-FM St. Paul, Minn. (William F. Johns Family stations) names Gill-Perna Inc. as sales representative, effective immediately. WMIL Milwaukee appoints same representative for Chicago area effective Nov. 1 and nationally effective Jan. 1, 1959.

KCKC San Bernardino, Calif., names Grant Webb & Co. to serve as sales representative nationally, except on West Coast, where Tracy Moore & Assoc. represents KCKC.

KJAY Topeka, Kan., names Gill-Perna Inc., N. Y., effective today (Dec. 1).

WCFR Springfield, Vt., names Walker-Rawalt Co., N.Y.

REPRESENTATIVE SHORT

Edward Petry & Co. has moved into new Dallas offices at 211 N. Ervay St. Hugh O. Kerwin is Petry tv manager in Dallas while David C. Milam heads radio.

LINCOLN DELLAR, FORMERLY OWNER AND OPERATOR OF A GROUP OF WESTERN RADIO AND TELEVISION STATIONS, NOW TAKES PLEASURE IN ANNOUNCING THE FORMATION OF

LINCOLN DELLAR & COMPANY

SELECT RADIO AND TELEVISION PROPERTIES

THE EXPERIENCE OF 25 YEARS IN THE BROADCASTING INDUSTRY IS NOW AVAILABLE TO THOSE INTERESTED IN THE PURCHASE OR SALE OF BROADCASTING PROPERTIES IN THE WESTERN STATES.

MANAGEMENT CONSULTANTS • APPRAISALS • FINANCING

1470 EAST VALLEY ROAD SANTA BARBARA, CALIFORNIA

TELEPHONE WOODLAND 9-0770

EASTERN AFFILIATE

R. C. CRISLER & CO., INC.

United Press International news produces!

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KITO SAN BERNADINO, CALIF. • Sold by Marshall Neal and associates to Ray Ruff, Arnold S. Lerner and Myer Feldman for $285,000. The buyers own KLAD Klamath Falls, Ore., and until recently were principal stockholders in KOMA Oklahoma City. Mr. Neal owns KWKW Pasadena, Calif. The sale was handled by Blackburn & Co. KITO is on 1290 kc with 5 kw.

KIDO BOISE, IDAHO • Sold to Mesabi Western Corp. of Seattle (William E. Boeing Jr., KWLK Longview, Wash.) by Mrs. G. M. Davidson, retaining KIDO-TV, for $181,000. The sale was handled by Allen Kander & Co. KIDO is on 630 kc with 5 kw, directional antenna different pattern day and night.

WEZL RICHMOND, VA. • Sold by William E. Benns Jr. to Ben Strouse, Leon B. Back and Samuel E. Feldman for $111,000. Mr. Strouse is president of WWDC Washington, D.C., and WMBR Jacksonville, Fla. Messrs. Back and Feldman own WEBB Baltimore, Md. The sale was handled by Blackburn & Co. WEZL is on 1590 kc with 5 kw, day.

WACB KITTANNING, PA. • Sold to Joel W. Rosenblum by the Armstrong Broadcasting Corp. for $76,000. Mr. Rosenblum owns WISR Butler, Pa., WTIG Massillon, Ohio. WACB is 1380 kc, 1 kw, day.

WKTG THOMASVILLE, GA. • Sold to James S. Rivers by multiple-owner John H. Phipps for $60,000. Mr. Rivers has interests in the following Georgia properties: WJAZ Albany, WDOL Athens, WMJM Cordele, WTJH East Point and WACL Waycross. The sale was handled by Paul H. Chapman Co. WKTG is on 730 kc with 1 kw, day.

KENA MENA, ARK. • Sold to E. M. Hoge, who was the general manager of KSJB Jamestown, N. D., by R. B. Bell (KLCO Poteau, Okla.) for $42,500. The sale was handled by Blackburn & Co. KENA is on 1450 kc with 250 w.

APPROVED *The following transfer of station interests as approved by the FCC last week. Also see* FOR THE RECORD, *page 99.*

KSEL LUBBOCK, TEX. • Sold to David R. Worley (KLEA Lovington, N. M.), George H. W. Bush, H. Earl Mizell, Don O. Freeman and Gerald H. Sanders, doing business as Lubbock Broadcasters Ltd., by Lubbock Broadcasting Co. for $185,250. KSEL is on 950 kc with 1 kw, day, and is affiliated with ABC.

MIDWEST

First class operation in one of the great markets of the midwest and one of the nation's top fifty. Good profits and additional potential. Substantial cash required, although some terms can be arranged.

$600,000

FLORIDA

Daytimer with excellent real estate and great potential in a single station south Florida market. 29% down with balance on easy terms..

$130,000

NEW ENGLAND

A consistently profitable small market operation which will pay for itself from earnings. Minimum of $35,000 cash required.

$130,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

NAB Pro-Tv Animations Receive Wide Exposure

More than $836,000 worth of television time is being allocated by 72 tv stations throughout the country to air a series of animated film spots produced by NAB to promote the tv medium.

NAB last week announced that an initial sampling of NAB tv members brought reports from the 72 outlets of their activities in the intensified 13-week promotion of television. The promotion campaign began during National Tv Week Nov. 16-22 and continues into next February. NAB member stations have received two of the eight-second tv spots and will receive eight others during December and January.

Other tv stations are expected to swell the total as the campaign progresses, NAB said. The 72 outlets already reporting show they will schedule the spots a total of 25,506 times by February.

The tv spots tell viewers of the impact various types of tv programs have had on American life. The spots were produced under supervision of NAB's public relations service on the theme, "Nothing Brings It Home Like Television."

Average weekly air time given to the spots by the 72 outlets totals $64,315, the amount the time would bring if sold commercially. A breakdown shows an average total of 1,962 spots weekly for the stations.

The time allotted by each station exceeds $11,600 for the drive, or over $890 each per week. Each outlet is running an average total of 354 spots, or 27 a week.

Two stations reporting say the average value of time each is devoting to the spots weekly exceeds $4,000; four report more than $3,000 each, nine more than $2,000 and 17 more than $1,000 each. Three outlets are airing the spots more than 50 times a week and seven more than 40 times. At least 65 of the stations are spotting the films throughout their daily schedules, including prime evening time.

The eight-second film spots show cartoon characters popping out of a home tv screen into a family living room. The two in current distribution emphasize tv public affairs programs and variety shows.

Figures from the first NAB sampling show that member outlets are fully supporting the drive as they were urged by C. Howard Lane, chairman of NAB's Tv Board and managing director of KOIN-TV Portland, Ore., who asked that they "buy some time on your own station . . . and schedule the 'Impact of Television' spots as if they were paid commercials."

Arizona Broadcasters Affirm Stand Against Hard Liquor Ads

Liquor and air make a bad mixture, according to the Arizona Broadcasters Assn. Representatives of 30 of the state's 46 radio stations and all eight tv stations unanimously adopted a resolution to maintain their self-imposed ban against hard liquor advertising on radio and tv.

Pointing out that there is no legal pro-

hibition of such advertising, Tom Wallace, president of ABA and of KTKT Tucson, commented that what the resolution means "is simply to reaffirm what has always been our position against accepting liquor advertising and to demonstrate that the broadcasting media recognize their responsibilities in the public interest."

Arlo Woolery, KSUN Bisbee, was elected president of ABA. Other new officers are: John Hogg, KOY Phoenix, vice president, and Fred Vance, KVOA-TV Tucson, secretary-treasurer. New directors are: Mr. Wallace; Harry Chambers, KCNA Tucson; Charles Saunders, KCLS Flagstaff; Howard Stalnaker, KPHO-TV Phoenix.

Sowell Elected to Replace Hart As Tennessee Association Head

F. C. Sowell, WLAC Nashville, was elected president of Tennessee Assn. of Broadcasters Nov. 14 at the association's Knoxville meeting [TRADE ASSNS., Nov., 17]. He succeeds John Hart, WBIR Knoxville, who becomes a board member. Frank Proctor, WTJS Jackson, was elected vice-president and Charles Brewer, WHIN Gallatin, secretary-treasurer.

Elected to the board besides Mr. Hart were A. D. Smith Jr., WMTS Murfreesboro, and Jack Michael, WREC-AM-TV Memphis.

Martin Karant, WKPT Kingsport, was elected president of Tennessee AP Broadcasters succeeding Parry Sheftall, WJZM Clarksville. Bill Williams, WSM Nashville, addressed the AP meeting on news selling and editing.

Missouri Assn. Names Officers; Ed Rahl Elected to Presidency

A. E. (Ed) Dahl, general manager of KLIK Jefferson City, Mo., was elected president of the Missouri Broadcasters Assn. at a two-day meeting in St. Louis [TRADE ASSNS., Nov. 17]. He succeeds Bruce Barrington, of WEW St. Louis.

Other officers are Clarence Breazeale of KCMO Kansas City, vice president, and Harold Douglas of KMMO Marshall, secretary-treasurer. The board of directors includes Mr. Barrington, member-at-large; Don Dailey of KGBX Springfield; F. L. Donze of KSGM Ste. Genevieve, and Bob Hyland of KMOX St. Louis.

UPI Broadcasters Get Together At N. J. Meeting to Form Assn.

The New Jersey UPI Broadcasters Assn. was established Nov. 14 at a Camden meeting held in conjunction with the 12th annual convention of the New Jersey Broadcasters Assn.

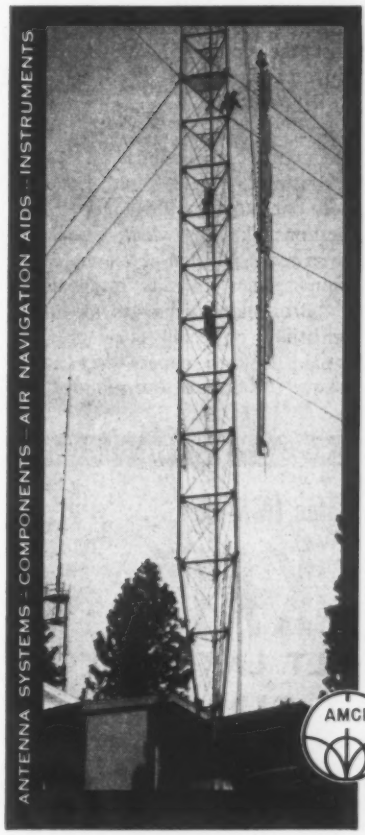
About 17 broadcasters at the UPI meeting elected a three-man steering committee to draft policies and nominations for permanent offices. Committeemen are Jack Gartland, news director of WTTM Trenton, chairman; Don Hart of WSNJ Bridgeton, and Vin Gruper of WPAT Paterson. Gar Kaganowich, UPI Newark manager, is the new association's executive secretary.

In Louisville it's WAVE-TV for

- BALANCED PROGRAMMING
- AUDIENCE RATINGS
- COVERAGE
- COSTS PER THOUSAND
- TRUSTWORTHY OPERATION

NBC AFFILIATE
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

. . . have been proven in service.

Write for information and catalog.

AMCI

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

RAB: We're Not Biting Hand That Feeds Radio

Radio Advertising Bureau President Kevin Sweeney denied last week the charge by the Western States Advertising Agency Assn. that he or RAB has urged department stores to turn their advertising dollars over to RAB and bypass agencies. He attributed the charge that RAB is "biting the hand that feeds radio" to the personal frustration of a WSAA officer entangled in a department store situation which misunderstood RAB's "$64,000 Challenge" retail radio test plan [TRADE ASSNS., Nov. 24].

Mr. Sweeney outlined the test plan in a speech six months ago before the National Retail Merchants Assn. RAB proposes to offer $64,000 plus technical staff help to a major retailer for a one-year test of radio and presently is investigating 41 store offers to participate before choosing the test case. The retailer must add $32,000 of its own to the radio budget. No agency would be bypassed, RAB assured.

"Anyone who has read the speech knows what was said about advertising agencies and department stores," Mr. Sweeney said. "To paraphrase it, we stated that the only way that department stores could use radio successfully was the way they used newspapers—advertising items, many different items each week. We pointed out that under the standard 15% agency arrangement, no advertising agency could afford to handle an account which involved dozens of different pieces of copy each week, dozens of different buying patterns, and three to four fulltime people. We specifically told stores they would have to pay a fee to agencies."

Mr. Sweeney said anyone reading his speech "would know how completely absurd the charge is that we want any retailer to turn over his advertising dollars to RAB or that we are bypassing advertising agencies . . . among the 41 stores that qualified for participation there is not one that is not represented by an agency." He said incidentally that "since over three-fourths of the expenditures on this research project are RAB's, we felt we had some small rights in saying how the money should be spent."

To the WSAA charge that "plans like RAB's for radio to capture the department store business were falling on their face before there was an RAB," Mr. Sweeney retorted, "To our knowledge our plan has never been tried before and we would stack our knowledge of department store radio against the combined knowledge of any group of agencies."

To the WSAA suggestion that radio subsidize advertising agencies by paying them extra commissions on department store business, Mr. Sweeney felt not many station operators would favor that. "It is suggestions like this which cause media to be even more puzzled about the 15% commission system and its implications," he said. "Broadcast media are already paying commissions on retail business which are not paid by newspapers—yet newspapers still have the bulk of the money."

A NEW BOARD of directors for Television Bureau of Advertising was elected at the fourth annual members' meeting Nov. 21 at New York's Waldorf-Astoria Hotel. New members (standing l to r) include Payson Hall, Meredith Publishing Co., Des Moines (treasurer); Alexander W. Dannenbaum, Westinghouse Broadcasting Co., New York; John P. Blair, Blair Television Assoc., New York; Craig Lawrence, CBS-TV, New York; Donald Davis, KMBC-TV Kansas City; Lawrence H. Rodgers II, WSAZ-TV Huntington, W. Va.; Sterling C. Quinlan, ABC-TV, Chicago; Otto Brandt, KING-TV Seattle (secretary); A. Louis Read, WDSU-TV New Orleans; Richard A. Moore, KTTV (TV) Los Angeles.

(Seated l to r): Glen Marshall, WJXT (TV) Jacksonville, Fla.; Roger W. Clipp, WFIL-TV Philadelphia (board chairman); Norman E. Cash, TvB, New York (president); P. A. (Buddy) Sugg, NBC-TV, New York; Campbell Arnoux, WTAR-TV Norfolk, Va.; Robert R. Tincher, WHTN-TV Huntington, W. Va. Not in picture: W. D. Rogers Jr., KDUB-TV Lubbock, Tex., and Joseph J. Weed, Weed Television Corp., New York.

Radio's Hopes in Next Decade Rest With the Young—Sweeney

Radio's "young turks" are the white hope of the medium for the next 10 years, president Kevin Sweeney of Radio Advertising Bureau told the Omaha Advertising Club last week. There are more of them around than in any other business today, he said.

As "young turks" (of which some are *enfants terribles,* too, according to Mr. Sweeney) he cited aggressive executives willing to experiment in any way to improve radio's audience, sales and stature.

Mr. Sweeney referred to the transistor pocket radio as a "status symbol" for both rich and poor, and predicted that at least one million Japanese transistor sets will be sold in the U. S. next year. He also said that radio is the ideal match for the regional advertiser who spends less than $500,000 annually—the "only medium that will permit them to compete on even terms with national manufacturers."

Gay Heads Country Music Assn.

Connie B. Gay, president-board chairman, Town & Country Network, is the first president of The Country Music Assn., a group comprising radio-tv station owners, disc jockeys, recording companies, publishers, artists and songwriters, etc., from U. S., Canada and Mexico. The election was held at the seventh annual National Country Music Disc Jockey Festival [TRADE ASSNS., Nov. 24] in Nashville.

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

IMN-PACT WITH THE INTER MOUNTAIN NETWORK

For Real Sales IMN-pact . . . *it's* . . .

KALL

SALT LAKE CITY

FIRST*

HOOPER AND PULSE

*Pulse-July 1958: Hooper-May, Sept. 1958

HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

AFTRA, Networks Closer Together

The issues holding up agreement on a new contract between the radio and television networks and the American Federation of Television & Radio Artists appeared to have narrowed considerably as negotiators prepared for the resumption of formal negotiations over the weekend.

An AFTRA source agreed that "money matters" largely have been settled but pointed out that "certain policy matters" still require negotiations. Included in these areas are AFTRA's demand for a clause banning the "stockpiling" of videotapes and kinescopes by networks and stations for possible use in "breaking" an AFTRA strike and for inclusion of "the unfair station clause" under which networks would agree not to provide live programming to a station on strike against an AFTRA local.

The networks and the union held an informal meeting last Wednesday before the Thanksgiving holiday but were scheduled to resume formal talks this weekend. The old contract expired Nov. 15 but AFTRA has consented to keep performers on the job until further notice.

AFTRA is understood to have reduced its wage demands of several weeks ago on the important issue of rates for taped commercials. It was reported that tentative agreement has been reached giving a performer $312 for an on-camera appearance and $205 for off-camera, covering 13 weeks' use of a videotaped one-minute commercial for the entire U.S. It was agreed also that if the taped spot is carried in either New York, Los Angeles or Chicago, a rate comparable to that for a spot presented in from six to 20 cities will apply. Use in a combination of two of these three cities, it was agreed, will call for the application of the full national rate.

One network demand made in recent talks is the right to syndicate a network taped program in non-network markets without paying any additional fee. AFTRA is understood to have replied that the program fee covered only one usage and that any form of syndication, even in non-network markets, called for additional payment.

AFTRA also is seeking to establish a principle that it believes will prevent possible reduction of announcing staffs by networks and stations. It wants payments to announcers for tapes they make while on duty but are used when they are not working. AFTRA fears that the networks may use staff announcers during an eight-hour day for the preparation of commercials and lead-ins for the entire broadcast day, so that approximately half the present staff will be required.

WGN-AM-TV At Peace With Unions, WLS-NABET Stalemate Continues

Amid protracted national negotiations between the networks and American Federation of Television & Radio Artists, one radio-tv entity made its peace with two unions and another was stalemated on contract talks with still another labor group. At the same time stations continued local talks with AFTRA's Chicago chapter.

WGN-AM-TV announced Monday it has signed a three-year pact (through Sept. 30, 1961), first of its kind, with Local 1220 of the International Brotherhood of Electrical Workers. Radio-tv engineers were granted a weekly pay boost of $7.50 retroactive to Oct. 1 and an additional $7.50 starting Oct. 1, 1959. Any future discussions after Oct. 1, 1960, will be limited to wage increase talks. Starting pay scale is $100 per week, progressing over four years to $182.50. Supervisory engineers receive $207.50 and assistants $195.

Negotiations were handled by Carl J. Meyers, engineering director of WGN Inc., and Marvin W. Balousek, president of IBEW Local 1220.

Earlier WGN-AM-TV consummated an agreement with the AFTRA local covering salary increases for staff announcers. The agreement calls for a $20 weekly base pay boost (from $170 to $190). As a result, according to Ward L. Quaal, vice president and general manager of WGN Inc., the stations would not be affected by any AFTRA strike. The stations also reached a "substantial agreement" with the union on other demands.

Talks between WLS that city and the National Assn. of Broadcast Employes & Technicians Chicago local were still stalemated last week. The station has referred the contract dispute involving engineering employes to its attorneys.

Fund Plans Series on News

Fund for the Republic is financing a weekly program series to be released Dec. 18 to forty educational and commercial tv stations in the U.S. and Puerto Rico. The series, to run 13 weeks, will examine how newspapers, magazines, radio and tv treat major news events. WGBH-TV Boston will produce the show, with Louis M. Lyons, curator of Nieman Fellowships at Harvard U., as moderator.

PROGRAM SERVICE SHORTS

Creative Productions Inc., Arcadia, Calif., has announced that "Melody Mileage" radio station promotion feature has been purchased by 16 additional stations. Copyrighted feature now distributed to approximately 200 stations, is designed to increase car radio audience by reading speedometer mileage figures throughout day, with free gasoline or other prizes offered.

KCOP (TV) Los Angeles announces it will undertake Community Club Awards campaign, competition for cash awards open to non-profit organizations in Los Angeles area.

Telenews' annual half-hour "Yearend News Review of 1958" will be distributed to about 200 tv stations by Pan American World Airways "in interests of public service."

Community Club Services Inc., formerly located at 527 Madison Ave., N. Y., announces it will move to larger quarters at 20 E. 46th St., shortly after Jan. 1.

Lambda LPE Pacific

50 WATT MICROWAVE TRANSMITTER

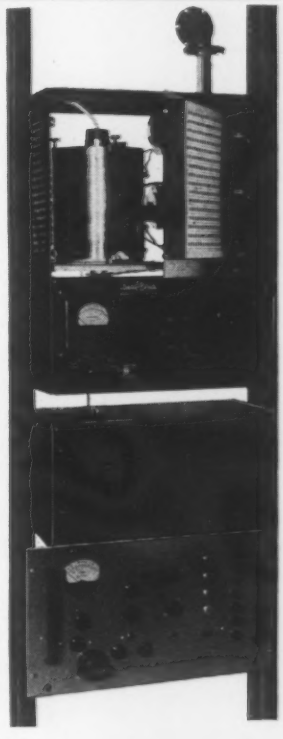
– Supplies high power for extra long paths

– Eliminates microwave fading

This new Lambda Transmitter makes it possible to send extra long microwave paths without the use of repeater stations. It also supplies the needed power to eliminate fading problems.

Unit provides reserve power for multiple antennas . . . a 12 mc response adequate for full color and sound sub-carrier, and is tunable over entire 6825 to 7125 mc STL band.

This transmitter uses standard wave guide output (RG-50/u). As an amplifier it needs only 30 to 50 mw of driving power. Transmitter is completely self-contained – it requires only 45" of standard rack space. All components are conservatively rated for maximum service. Write for complete information.



Transmitter Price . . . **$6820.00**

Amplifier Price **$4850.00**

LAMBDA-PACIFIC ENGINEERING, INC.

P. O. BOX 70, VAN NUYS, CALIFORNIA

IN CANADA — BEACONING, OPTICAL AND PRECISION, MONTREAL

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

KTRK-TV, channel 13

Help Fight TB

Buy Christmas Seals

U. S., Dutch Manufacturers Sued On Canadian Conspiracy Charges

The Justice Dept. last week accused General Electric, Westinghouse and a Dutch electronics company of conspiring to keep U.S.-manufactured radio and television sets out of Canada. A civil antitrust suit, filed in federal district court in New York, accused the three firms of operating an illegal conspiracy through a Canadian patent pool controlled by the companies' Canadian subsidiaries.

This pool, the government charged, prevented the importation into Canada of radio and tv sets made in the U.S. As a consequence, the suit contended, U.S. manufacturers have been compelled to establish plants in Canada, which they normally would not have done. The Dutch firm is N.V. Philips' Gloeilampenfabrieken.

Four other American companies—RCA, Western Electric, North American Philips Co. and Hazeltine Corp.—were named co-conspirators but were not listed as defendants.

Ray H. Luebbe, vice president and general counsel of GE, labeled the government action "unfounded in fact, unwarranted in law and ill-advised in terms of public policy." He said the suit concerns activities and decisions of the Canadian GE company "made independently by their Canadian management in the best interests of Canadian industry in conformance with Canadian law." Westinghouse said it would have no comment until its legal department has studied the charges.

RCA Consolidates Home Products In 3 Plants, Realigns 5 Others

RCA's home instrument manufacturing operations will be consolidated in three recently expanded plants and new facilities for electronic products and component production will be provided in realignment of five midwestern areas, it was announced last week. Frank Sleeter, vice president, manufacturing services, said the move is to "meet the new demands of the growing electronics industry" and when completed next year "is expected to result in an overall increase in RCA's total employment in these midwestern areas."

Involved will be television, radio, phonograph and electronic component production in Indianapolis and Bloomington, Ind.; Cambridge and Findlay, both Ohio, and Canonsburg, Pa. The home manufacturing facilities of Cambridge, Bloomington and Indianapolis facilities have recently been expanded. Changes will affect the five plants as follows:

Cambridge—Added to present production of tape recorders and some high-fidelity instrument models will be RCA Victor radios and combination am-fm-high fidelity units. Bloomington—will continue its production of black-and-white television receivers and remain as RCA's color television production center utilizing a recently completed 120,000-square-foot addition to its facilities. Indianapolis—will take on the manufacture of television components, ferrite cores, and radios, as well as continue with production of portable television sets, records and electron tubes. Findlay—will become a manufacturing facility of RCA semiconductor and materials division for expanded product of transistors and other semiconductor devices. Canonsburg—RCA contemplates production of another type of electronic equipment with present manufacturing activity being transferred to other RCA plants. The rearrangement of production facilities, Mr. Sleeter said, will necessitate a reduction of the Canonsburg work force.

All equipment transfers are scheduled for completion by April 1, 1959, with full production at Bloomington, Indianapolis, Cambridge and Findlay expected to be underway by June 1, 1959, Mr. Sleeter said.

Muntz Books No Longer in Red, Federal Debt Cut Considerably

Business operations of Muntz Tv Inc. have improved considerably since a reorganization early in 1957 following involuntary bankruptcy proceedings.

Harold S. Lansing, attorney and director of the company, announced Nov. 18 that the company now is "in a position to proceed and make money." He reported total sales of over $4 million and net profit of nearly $25,000 for the fiscal period ended last Aug. 31 compared with sales of $6,034,849 and a net loss of $1,024,842 for the previous fiscal year. Muntz Tv Inc. now claims some 1,200 dealers compared with less than half a dozen under the former management.

But the most encouraging factor, he told a news conference, is that the firm is less in debt to the federal government—only $371,000 as against $1,531,000 for the same period last year.

Earl Muntz left the firm in January 1957 and has since taken over control of Sonora Electronics Inc., another Chicago-based radio-tv set firm, in conjunction with Frank Atlass, program director of WBBM-TV Chicago. He also has dabbled in electronics production in Cuidad Trujillo in the Dominican Republic.

The newly-formed Muntz Tv Inc. has expanded its line to include console and portable tv sets, stereophonic and high fidelity phonograph and radio models.

McDonald Estate Exceeds Report

Comr. E. F. McDonald, board chairman of Zenith Radio Corp., left an estate of about $12 million rather than $7 million estimated at the time of his death last May 15.

Actual inventory of the estate was approved Nov. 18 by Lycurgus J. Conner, assistant to the Chicago probate court judge, listing 19,724 shares of Zenith common stock and miscellaneous stock items in a holding company, plus 36,279 shares of Teco Inc., with $10 par value per share. The Zenith common stock was valued at approximately $2.8 million under a closing price of $142 on the New York Stock Exchange after the estate was approved.

Silicon Controlled Rectifier In New Kliegl Remote Tv Dimmer

A completely new method of light intensity control employing high power miniature silicon controlled rectifiers was introduced last week by Kliegl Bros. Universal Electrical Stage Lighting Co., New York. The new dimmer device is only a fraction of the size of existing equipment and will operate with much greater efficiency and flexibility, Kliegl claimed. The new SCR dimmer can be attached to a light bank or spot on the tv set and remotely controlled, not possible with older systems such as the motor driven autotransformer, magnetic amplifier or electronic (thyratron) dimmers, it was said.

The heart of the new Kliegl unit is the silicon controlled rectifier developed by General Electric Co. and just entering commercial production. The initial SCR dimmer is a 4 kw model, but models in the 5 kw, 10 kw and 12 kw range will be available soon. The SCR dimmer is said to be 98.5% efficient electrically, losing only 40 w in each 4 kw, responds instantaneously to control and has infinite loading capacity from 1 w to 4 kw. It does not require any auxiliary boosters or transformers, Kliegl said, and per kilowatt weighs only 1¼ lbs., compared to the 8 to 25 lbs. of other systems. Because of its tiny size, a complete control board can be enclosed in a single suitcase, Kliegl said. The price is not set but will be comparable to magnetic amplifier dimmers.

MANUFACTURING SHORTS

Vue-Tronics of Hollywood has developed videotape cuer that performs same function for broadcaster of taped program or commercial that Academy leader does for film. Black stripe, applied in film fading ink which can easily be removed, triggers mechanism to provide 7 to 0 count both audibly by beeps and visually on nixie lamp mounted near video monitor, enabling operator to put tape on air at exactly right time. Vue-Tronics also is offering footage counter for tapes, to be used in timing commercials or locating particular segment of taped program. VTR footage counter is priced at $217.50; cue marker closer unit and step relay with nixie lamp for count down costs $1,225.75.

Hewlett-Packard Co., Palo Alto, Calif., announces new noise figure meter which automatically measures noise figure of amplifier and microwave receiver systems. Instrument, model 340A, enables semi-skilled personnel to make quick and accurate noise measurements and to adjust receivers and components for optimum performance. Price is $715 (cabinet) and $700 (rack mount). Write Peter N. Sherrill, Hewlett-Packard Co., 275 Page Mill Rd., Palo Alto, Calif.

Smith, Kline & French Labs, Phila. announces 1,500-lb. electronic projector capable of presenting pictures 9 x 12 ft. and termed "largest and most advanced compatible color tv 'set' in world" has been built in Netherlands for use at U. S. medical meetings. Projector, which is expected to be put into full use next year, probably will get U. S. tryout Dec. 2-5, when SKF will present 15 hours of closed-circuit medical color tv at American Medical Assn.'s clinical meeting in Minneapolis. Projector, which is presently en route by ship to Philadelphia, was built by Holland Electronics firm of Philips. It is actually three projectors in one, each projector sending different color onto the screen, SKF said.

Minnesota Mining & Mfg. Co., St. Paul, announces second best sales quarter in history for period ending Sept. 30, racking up volume of $95,104,809 and common stock earnings of $11,921,415, equal to 71 cents per share.

Hotpoint Co., Chicago (white goods, appliance), has announced it plans to discontinue all activity in tv receiver field and concentrate on appliances. Hotpoint set, manufactured by parent General Electric Co., had been on market past two years.

Emerson Radio & Phonograph Corp. has opened new research plant at Silver Spring, Md. Operated by Emerson's Government Electronics Div., lab houses staff of 400 with annual payroll of $2 million.

EDUCATION

CBS Foundation Invites Bids For 1959-60 News Fellowships

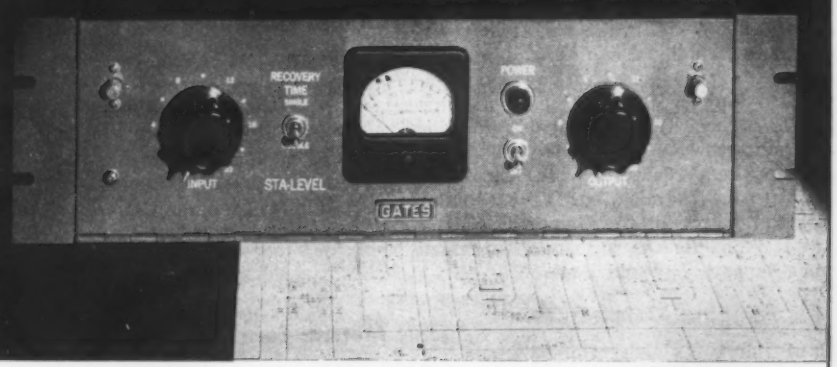
An invitation for applications for the third annual group of eight news and public affairs fellowships at Columbia U. starting in September 1959 was issued last week by Ralph F. Colin, president of CBS Foundation Inc. The $8,000 one-year fellowships are open to news and public affairs employes of CBS News, CBS-owned radio-tv stations and affiliates, noncommercial radio-tv stations licensed to colleges and universities and teachers in related fields at colleges and universities.

The application deadline is Feb. 2 and winners will be announced about March 16 following selection by a committee which includes Dr. Lawton P. G. Peckham, dean of the graduate faculties, Columbia U.; Lewis W. Douglas, former American ambassador to Great Britain; Joseph L. Johnson, president of the Carnegie Endowment for International Peace; Byron Price, former executive news editor of AP; Dr. John A. Krout, vice president, Columbia U.; Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, and Edward R. Murrow, CBS News.

Purpose of the fellowships is to offer a year of study in radio-tv news and public affairs for men and women who show promise of greater development and who seem most likely to benefit from the study year. The foundation pays all fees and transportation costs and provides living allow-

facts about the Gates Sta-Level Amplifier . . . from one station engineer to another

TOM: "Say Joe, I understand you've been using a Gates Sta-Level for about a year now. Does it do the job?"
JOE: "Boy, we'd be lost without it. Sta-Level has done wonders for our station operation."
TOM: "Let's see, the basic function of Sta-Level is to provide constant level output, isn't it?"
JOE: "That's right, Tom. Sta-Level brings up the low passages while it holds down excessive output level."
TOM: "And what's the result?"
JOE: "The result is always higher level of transmission, the equivalent of greater signal output."
TOM: "Is Sta-Level expensive?"
JOE: "Heavens no! Only $235.00, and it comes complete with tubes and ready to operate. Why don't you call or write Gates and order a Sta-Level today? They're in stock for immediate delivery."
TOM: "Where's a phone?"



GATES RADIO COMPANY
QUINCY, ILLINOIS
Subsidiary of Harris-Intertype Corporation

ances to the fellow and his family, about $8,000. Applicants must obtain leave of absence from their employers for the year.

CBS Foundation is at 484 Madison Ave., New York 22. William C. Ackerman is executive director.

Don't Give All Gravy to Papers, WTTM's Chief Counsels Teachers

"All too often teachers, in conducting campaigns for better salaries or school . . . issues, ask and receive free cooperation from radio and then place paid advertising in newspapers," Fred E. Walker, vice president-general manager of WTTM Trenton, N. J., charged at the New Jersey Education Assn's annual convention in Atlantic City last month.

WTTM's chief reminded the 3,000 public school teachers he was addressing, that saturation radio was used by local teachers to help gain a wage increase that previously had been turned down. ". . . Radio changed the minds of the officials by arousing public opinion . . .

"Responsible radio stations with editorial integrity," Mr. Walker said, "are on a par with newspapers in every way. . . . Complete public relations cannot be accomplished in any community . . . unless radio is afforded an equal place in the planning, administration and budget of community campaigns."

Missouri U. Calls Freedom Meet

The U. of Missouri's School of Journalism is calling a Dec. 11-12 Freedom of Information conference "to focus again the attention of the American people on one of the most pressing problems confronting newsgatherers and individuals in a democracy: the right to know." Among those to speak at the meeting: Murray Snyder, assistant secretary of defense for public affairs, and J. Russell Wiggins, executive editor, *Washington* (D. C.) *Post-Times Herald* (WTOP-AM-FM-TV Washington, WJXT [TV] Jacksonville, Fla.) One of the topics to be discussed is "The Current Access Picture for Electronic & Photojournalism."

Florida ETV Asks for $1 Million

The Florida Educational Television Commission has submitted a request for a $1.5 million allocation for the next two years. This is $1.2 million more than the present rate of spending. The commission intends to budget $800,000 during the first year to connect Tallahassee and Gainesville with a microwave relay; interconnect Miami, Fort Lauderdale and West Palm Beach; complete the Florida State U. etv outlet; provide connections for Gainesville-Palatka and Daytona Beach, and Tallahassee-Marianna-Panama City and Pensacola.

EDUCATION SHORT

U. of Maryland's division of radio and television has presented workshop production review of its new closed-circuit tv facility. Installation, completed this fall, was made possible by $58,000 appropriation from Maryland legislature.

T-E Fund Reaches Highest Mark In Assets, Shareholders, Shares

An all-time high in net assets, number of shareholders and shares outstanding has been established by Television-Electronics Fund, mutual investment organization, with the observance of its tenth anniversary.

The annual report, released Monday by Chester Tripp, president, shows net asset value of $12.75 per share, 78,743 shareholders and 13,038,227 shares outstanding as of Oct. 31, 1958, end of the 10th fiscal year. All represented gains over the $10.36 net asset value, 65,312 shareholders and 16,059,119 shares outstanding recorded the previous year.

Mr. Tripp reported that, as of Oct. 31, 96% of the Fund's resources were invested in common stocks and convertible securities and the remaining 4% in cash and equivalent. The figures represent a shift in emphasis from the previous year, Mr. Tripp added, noting TEF was well prepared for the then anticipated recession.

TEF extended its first public offering in September 1948, claiming net assets of only $151,889, less than 200 shareholders and less than 17,000 shares outstanding. The Mutual Fund is headquartered in Chicago and covers the broad electronic field.

Dellar Opens Brokerage Firm

Lincoln Dellar, formerly owner-manager of KOVR (TV) Stockton, Calif., has opened a brokerage company to deal in radio-tv properties in the West. Mr. Dellar was co-owner of Pacific Northwest Stations (KJR Seattle, KXL Portland, Ore., KNEW Spokane) before going to the Stockton market. He entered broadcasting in 1932 as manager of KGB San Diego, Calif.

MR. DELLAR

Lincoln Dellar & Co. is at 1470 E. Valley Rd., Santa Barbara, Calif. Telephone: Woodland 9-0770. R. C. Crisler & Co. is eastern affiliate.

Phillips Becomes Consultant

George W. Phillips has retired from the FCC after 23 years' service to become a consultant to radio management on regulation matters, headquartering in Riverside, Calif. Most recently an accountant in the Broadcast Bureau's renewal branch, he had also worked in the Common Carrier Bureau. Mr. Phillips was educated at Princeton U. and U. of Pa., and during World War I served as a lieutenant in the Navy.

Merrick Forms New PR Company

The formation of Merrick Assoc., New York, as a public relations organization in the broadcast, personality and commercial field has been announced by Michael Merrick, formerly vice president of Brandt Public Relations, New York. The new company is at 280 Madison Ave., New York 16, N. Y. Telephone: Murray Hill 4-5620. Merrick Assoc. is public relations representative for singer-actor Harry Belafonte and Rampart Independent Productions, New York, tv and motion picture producer.

Mallyck, Bernton Form Law Firm

Formation of a new Washington law firm was announced last week by E. Theodore Mallyck who resigned Monday (Nov. 24) from the FCC, and William P. Bernton of Sher, Oppenheimer & Harris.

Mr. Mallyck, an fm specialist, had been at the Commission 13 years and was supervising attorney of the aural facilities division at the time of his resignation. He is a graduate of George Washngton U. and Drexel Institute of Technology, Philadelphia. Mr. Bernton, a graduate of Harvard U., became a partner in Sher, Oppenheimer & Harris in 1950. Messrs. Bernton and Mallyck have not as yet announced their new office address or telephone number.

New Agent for Commercial Talent

Formation of a new company specializing in artist representation in the film commercial business, The Paul Garrison Organization, has been announced by Mr. Garrison, a former UPA Pictures Inc. sales executive. Headquartered in Los Angeles (8811 Santa Monica Blvd., Olympia 2-0384), PGO also will have New York offices at 485 Fifth Ave., Yukon 6-5270.

PROFESSIONAL SERVICE SHORTS

Marden-Kane Inc., contest and promotion merchandising firm, formed by Bernard A. Marden and Richard Kane, president and executive v.p., respectively. Firm is located at 134 Jackson St., Hempstead, N. Y.; telephone: Ivanhoe 3-4020.

Vandivere & Cohen (consulting engineer) has moved from Evans Bldg. to 617 Albee Bldg., 1426 G. St., N.W. Washington 5, D. C. Telephone: Executive 3-4616.

Maury Foladare and **Norman Greer** have dissolved their public relations firm of Foladare-Greer & Assoc., formed in January 1951. Mr. Foladare has taken over partnership's office at 1741 Ivar Ave., Hollywood, where he will continue under name of Maury Foladare & Assoc. there and in New York. Mr. Greer has formed Norman Greer Co., public relations, with offices at 8943 Wilshire Blvd., Beverly Hills, and at 6 W. 57th St., N. Y.

Wolcott & Assoc., public relations counsel, has moved its San Francisco offices to 209 Post St. Grady Galloway is San Francisco manager.

Hill & Knowlton Inc., public relations counsel, announces shift of its west coast offices to 4270 Wilshire Blvd., Los Angeles 5; telephone: Webster 1-1883.

Volkswagen of America Inc. appoints Marathon Tv Newsreel Inc., N. Y., to handle television and newsreel public relations.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. GRUBER

LEWIS GRUBER, president of P. Lorillard Co. since 1956, has been elected chairman of board and chief executive officer. Succeeding Mr. Gruber as president will be **HAROLD F. TEMPLE,** v.p. and director of sales. New director of sales will be advertising director **MANUEL YELLEN. GEORGE A. HOFFMAN,** since 1957 director of manufacturing, has been elected v.p. All changes become effective Jan. 1. On Dec. 1, **MORGAN J. CRAMER,** director of export and government operations, will become member of board, taking place of **IRVING H. PEAK,** who will retire on that date.

MR. TEMPLE

G. DOUGLAS MORRIS, v.p. and account executive, Lambert & Feasley, N.Y., since 1952, named senior v.p.

STANLEY F. KORD, formerly president of John Puhl Products Div. of Purex Corp., South Gate, Calif, appointed v.p. of sales of Purex. **CRAIG DAVIDSON** will assume charge of advertising department of Purex in addition to duties as head of product planning division.

TOM D. SCHOLTS has resigned as v.p. of Heintz Co., L.A., to join Atherton Migge Privett, that city, as v.p. and partner Jan. 1, 1959. **LUTHER G. MYHRO,** art and copy director of Heintz, will move with Mr. Scholts to AMP as copy chief. AMP will also acquire advertising of Barbara Ann Baking Co. and several other foods accounts.

JAMES J. DARLING, Jell-O product group manager for General Foods Corp., White Plains, N.Y., promoted to newly created post of advertising and merchandising manager of Jell-O Div. He is succeeded by **STEPHEN A. WITHAM,** who moves from Maxwell House Div. where he was Sanka product manager. Succeeding Mr. Witham is **JAMES W. ANDREWS,** formerly advertising manger of Perkins Div. New to GF are **A. O. (ARCH) KNOWLTON,** v.p. and marketing director of *American Home* magazine, to director of media coordination, and **FRANK HARVEY,** treasurer of Calkins & Holden Inc., N.Y., to GF as manager of advertising controls.

MR. PIERCE

REGINALD F. PIERCE JR., former account executive and merchandising specialist with Lennen & Newell, and Kenyon & Eckhardt account executive since 1955, and **JEROME H. GORDON,** previously director of marketing with Bryan Houston Inc., and since last February K&E account executive, have been elected v.p.'s of Kenyon & Eckhardt.

MR. GORDON

JOHN H. OWEN, v.p. and account supervisor, Doherty, Clifford, Steers & Shenfield, N.Y., elected director.

ROBERT Y. NEMES, with Whitehall Labs since 1957, named manager of chain store sales.

WINFIELD C. GOULDEN, formerly merchandising manager, Kenyon & Eckhardt, L.A., appointed account executive.

KERRY F. SHEERAN, account supervisor at North Adv., Chicago, for past three years, to Ted Bates & Co., N.Y., on Whitehall Labs account.

RALPH L. YOUNG, formerly with Ketchum, MacLeod & Grove Inc., Pittsburgh, to Compton Adv., as account executive in its Los Angeles office.

WILFORD C. ANDERSON, formerly account supervisor for Garfield Adv., S.F., to Honig-Cooper, Harrington & Cooper, that city, as account executive.

WILLIAM K. BRUSMAN, formerly general sales manager, WHK Cleveland, to Nelson Stern Adv., that city, as account executive.

HAROLD V. Y. (VAN) CALDWELL JR., formerly associate editor of *Steel* magazine, to Farson, Huff & Northlich Inc., Cincinnati advertising and public relations agency, as account executive.

JACK L. MATTHEWS promoted from media director to account executive at Clinton E. Frank Inc., Chicago, with duties in consumer products field.

RUDY BEHLMER, formerly director, KLAC-TV Los Angeles, named director of television and radio for Grant Adv.'s Hollywood office.

ROBERT T. GRUNEWALD, formerly advertising staff representative for Westinghouse Electric Corp., Pittsburgh, to contact department of Gray & Rogers, Philadelphia and Newark, N.J., advertising and public relations agency.

SHIRLEY MERZON, formerly with Leber & Katz, to Gore Smith Greenland Inc., copy department, N.Y.

EDWARD MEIZELS, formerly with NBC Spot Sales, and **DON CHAPMAN,** most recently media group supervisor, Lennen & Newell, have joined television and radio sales staffs, respectively, of Adam Young Inc., N.Y.

ELEANOR CORRIGAN, formerly with Benton & Bowles, to Ted Bates & Co., N.Y., press dept. **WILLIAM J. LYONS,** for past three years radio-tv v.p. at Dowd, Redfield & Johnstone Inc., to Bates as tv-radio supervisor.

GEORGINA WILLISCROFT, formerly with Kenyon & Eckhardt, to Erwin Wasey, Ruthrauff & Ryan Inc., L.A., as radio-tv writer.

MARSHALL JAY SIMMONS to creative staff of Gottschaldt & Assoc., Inc., Coral Gables, Fla., advertising agency.

JOHN T. HENDERSON, formerly with Lynn Baker Agency, N.Y., as staff writer of radio-tv commercials, to copy dept. of N. W. Ayer, Phila.

BETTY BASTION, formerly with *American Home* magazine, and **BURTON KAPLAN,** previously with Bernard Relin Assoc., N.Y. to Hicks & Greist, N.Y., in public relations department.

CARL ARRIGO, formerly with Erwin Wasey, Ruthrauff & Ryan, to Cayton Inc., N.Y., as tv researcher and time buyer.

DAN CHAMBERLAIN, formerly manager of television publicity, MGM-TV, to Colgate-Palmolive Co., N.Y., public relations department, as special projects coordinator.

HELEN WOOD, timebuyer at Gordon Best Co., Chicago, to W. B. Doner, that city, in similar capacity.

JUDY CLAYMONT, formerly with N. W. Ayer, to Norman, Craig & Kummel copy staff in New York.

HORACE E. LOOMIS, 57, v.p. of Grant Adv. Inc., Miami, died Nov. 14 at Jackson Memorial Hospital, Miami, following heart attack. Mr. Loomis was founder of one of Miami's first agencies, Loomis, Bevis & Hall.

FILM

MR. SHIPPEE

JACK V. SHIPPEE, formerly west coast v.p. for United Film Services of Kansas City, Mo., appointed v.p. in charge of sales for All-Scope Pictures, Hollywood, operating as commercial film division of 20th Century Fox Tv. Mr. Shippee was previously manager of J. Walter Thompson's Kansas City office.

SIDNEY G. DENEAU, formerly v.p. in charge of sales for Selznick Releasing Organization, appointed v.p. of Paramount Film Distributing Corp., N.Y. Mr. Deneau will continue as western sales manager.

HUGH F. GAGE, formerly partner of Farrell &

Advertisement

In a letter to Mr. John C. Gilmore, Vice President of Community Club Services, Inc. Mr. John Screen, Manager of WDSU in New Orleans stated that . . . "After successfully completing our first Community Club Awards Campaign last spring and summer, we are now engaged in planning and selling our second campaign which will run from January 18th through April 18th, 1959. The first campaign was very successful and we are already assured that the sales results of the second campaign will far exceed those of the first.

MR. SCREEN

Community Club Awards offers a very tangible means of showing a client the results of his advertising investment. We are well compensated for the enormous amount of detailed work involved in making Community Club Awards operate successfully."

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Gage Films, N.Y., elected v.p. of Wilding Picture Productions Inc., Chicago, and placed in charge of Wilding's eastern sales division in New York.

CLIFFORD F. WEAKE, formerly assistant district manager of Chicago office of National Gypsum Co., will succeed Mr Gage as manager of Wilding's midwest sales division.

CARL A. RUSSELL, formerly in regional sales for Ziv Television Programs, to Independent Television Corp. as manager of regional sales, headquartering in Chicago.

CHARLES SHOWS, writer-director for 22 Walt Disney cartoon films for ABC-TV, writer for *Ruff and Reddy* cartoons on NBC-TV and for *Huckleberry Hound* on CBS-TV, signed by Larry Harmon Productions as head writer and story editor of *Bozo, the Clown* tv cartoon series which Harmon is producing for distribution by Reuben Kaufman's Jayark Films Corp.

NETWORKS

WILLIAM J. STYNES, account executive with WOR-TV New York, to CBS Films Inc., N. Y., in similar capacity.

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, re-elected chairman of board of directors of United Cerebral Palsy Assn.

DAVID C. ADAMS, NBC executive v.p., named chairman of radio-tv stations division, Muscular Dystrophy Assn. of America Inc.

HARRY EINSTEIN, 54, who rose to radio fame as Greek funnyman, Parkyakarkas, died Nov. 24 in Hollywood at Friar's Club testimonial dinner following heart attack. Mr. Einstein, master of dialects, made immediate hit as guest on Eddie Cantor show in early 1930's and later scored with his own radio show.

STATIONS

GEORGE H. CLINTON resigns as general manager of WBOY-AM-TV Clarksburg, W.Va., to become owner of WEBC Duluth, Minn. **ROGER GARRETT,** formerly sales manager at WSTV-TV Steubenville, Ohio, succeeds Mr. Clinton at WBOY-AM-TV.

MILTON DIENER named president of Broadcast Management Inc., operator of WUST Washington. **WILLIAM H. SIMONS** and **DANIEL DIENER** elected v.p. and secretary-treasurer respectively.

EDWIN A. PANCOAST JR. appointed executive v.p. in charge of operations for WCFR Springfield, Vt.

ROBERT KINDRED, formerly sales manager of KOIL Omaha, named general manager of KJBS San Francisco, effective Dec. 8. **STANLEY BREYER** resigns as KJBS sales manager to become co-manager and part owner of KSAY San Francisco.

ROBERT J. McANDREWS, v.p. and commercial manager of KBIG-Avalon (Catalina) Calif., on Jan. 1, 1959, will become station manager as well as commercial manager. **ALAN LISSER,** program director, becomes operations manager and program director and **CARL BAILEY,** special events director, becomes chief announcer. Promotions follow resignation of **CLIFF GILL,** v.p. in charge of operations of KBIG Dec. 31, 1958, to become president and general manager of new radio station in Orange County.

HOMER H. ODOM, formerly commercial manager, WAKY Louisville, Ky., to WEZE Boston as general manager. Mr. Odom was previously southwestern regional manager of Weed Inc., station representative.

CHARLES R. GIBSON, formerly news and program director, KGKL San Angelo, appointed general manager of KEVA Shamrock, both Texas.

PAUL LOUIS RUHLE, formerly program and news director, WKYW Louisville, Ky., to WSIX Nashville, Tenn., as assistant manager.

WARREN L. BRAUN adds duties of director of engineering for WSVA-AM-FM-TV Harrisonburg, Va., to present ones of assistant general manager.

IRA LAUFER, salesman for KLAC Los Angeles and formerly general manager of KFOX Long Beach, Calif., has been appointed commercial manager, effective Jan. 1, 1959, of Radio Orange County, which is constructing new radio station at Anaheim, Calif.

RUBIN L. MASTERS, formerly with KNAC-TV Fort Smith, Ark., to KVKM-TV Monahans, Tex., as chief engineer. Other KVKM-TV appointments: **HAROLD WOOLEY,** formerly KDUB-TV Lubbock, Tex., as film and production manager and **BILL DOWNING,** formerly KROD-TV El Paso, Tex., as promotion director. Ch. 9 ABC-outlet is scheduled to go on air today (Dec. 1).

BILL ALLRED, formerly sales manager of KAKC Tulsa, to KIOA Des Moines, Iowa, as general sales manager.

ROBERT S. DE TCHON, formerly sales manager of WHK and WJMO, both Cleveland, to WYDE Birmingham, Ala., in similar capacity.

DICK LEE, sales staff member of WAMS Wilmington, Del., named sales manager, succeeding **ED SLOAN,** promoted to midwest sales, Rollins Broadcasting, Chicago.

WALT HAWTHORNE, formerly with Earl Heims Agency, Portland, Ore., as media director and account executive, to KGW-TV Portland as sales service department manager. **BOB FRANKLIN,** with KGW Radio for 16 years, elevated to promotion department head. **DON PORTER,** KGW air personality, adds duties of program director.

WILLIAM BEINDORF, formerly with Army Air Force, has been appointed account executive for KHJ-TV Los Angeles.

PAT HUGHES, formerly staff announcer at KTBB Tyler, Tex., to KBCS Grand Prairie, Tex., as chief announcer and news director.

FRANCIS A. WOODING resigns as manager of advertising, promotion, publicity and public relations for WNBC (TV) and WKNB, both New Britain, Conn., to become public relations director for Connecticut Tuberculosis Assn.

PAUL ALEXANDER, formerly farm supervisor of KSLM Salem, Ore., joins KUIK Hillsboro, Ore., today (Dec. 1), as farm director.

GLENN HOWARD, formerly of WMIC Monroe, Mich., to WOHO Toledo, Ohio, today (Dec. 1) as news director.

DICK HOOVER, KREM Spokane, Wash., news director, appointed director of KREM-AM-FM-TV news service. **BILL DENTON** named radio news director and **ART McDONALD,** tv news director.

NEIL M. FLANAGAN, assistant to news director, KYW Cleveland, promoted to chief of research in KYW-AM-FM-TV editorial departments.

HILDA C. WOEHRMEYER, with WOWO Ft. Wayne, Ind., for 28 years in various executive positions, named public relations and publicity manager for Westinghouse radio station. **PAUL LINDSAY,** WOWO account executive, named sales promotion manager.

CHARLES GISH, formerly with KROD El Paso, Tex., to local sales staff of KHEY, that city.

JERRY L. LUQUIRE, formerly announcer with WHNC-AM-FM Henderson, N.C., to WDBM Statesville, N.C., as d.j. and local news reporter.

WILLIAM E. GOETZE, executive v.p. and general manager of KFSD Inc. (KFSD-AM-FM-TV San Diego), elected to board of directors of San Diego Chamber of Commerce.

DAVE BARKER promoted to senior announcer at WOKO Albany, N.Y.

DICK BUNNEWITH, formerly of WEOK Poughkeepsie, N.Y., and **MARK LONDON,** formerly of WCEM Cambridge, Md., join WWCO Waterbury, Conn., as air personalities.

BILL BENNETT, formerly air personality at WDGY Minneapolis, to KWK St. Louis in similar capacity.

RAY HORN, formerly air personality on KEX Portland, to KUIK Hillsboro, both Oregon, in similar capacity.

HERBERT S. CLARKE, formerly news director of WRVA-TV Richmond, Va., to WCAU-TV Philadelphia as air weatherman.

JACK ANGELL, newscaster at WNBQ (TV) Chicago, appointed radio-tv director of American Farm Bureau Federation.

J. J. (JACK) FLANIGAN, owner of KLOG Kelson, Wash, died Nov. 19 in Los Angeles following heart attack. Mr. Flanigan previously owned KITO San Bernardino, Calif.

REPRESENTATIVES

JOHN HENDERSON, formerly salesman for KTVI (TV) St. Louis, named radio-tv account executive for Branham Co., that city; **JOHN BLESSINGTON,** previously with NBC-TV Sales Service Department, N.Y., appointed radio account executive for Branham, N.Y.

ARTHUR W. SCOTT, for past two years with Chicago office of Henry I. Christal Co., as account executive, to sales staff of Broadcast Time Sales, N.Y.

JOHN T. HARTIGAN, formerly radio-tv timebuyer at MacManus, John & Adams Inc., to sales staff of Forjoe & Co., Chicago, as account executive.

PROGRAM SERVICES

HERBERT HENDLER, formerly with RCA Victor Records, to Warner Bros. Records, Hollywood, as administrative assistant to president.

WILLIAM NIELSEN, formerly with Columbia Rec-

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

TB Strikes Every 6 Minutes

If you have "THE TIME" will you help fight TB*

THESE STARS
have contributed their talent to make this public service campaign material available

RADIO: 15-minute transcribed programs starring:

PAT BOONE ★ NAT "KING" COLE

RED FOLEY ★ BOB HOPE ★ PEGGY LEE

★ JULIE LONDON ★ JOHNNY MATHIS

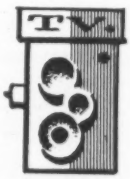
★ PATTI PAGE ★ NELSON RIDDLE

★ ROGER WILLIAMS

Produced by Hu Chain Associates, New York

★ Transcription of 20 celebrity spot announcements

★ Transcription of 20 recording artist spot announcements especially designed for disc jockey shows



TELEVISION: 1-minute and 20-second film spots featuring:

★ GARY COOPER

★ SUSAN HAYWARD ★ MEL TORME

Plus "miniature documentaries"

8-second ID

Produced by Freedom Films, Goldwyn Studios, Hollywood

★ Slides, Balop cards, Flip cards and posters, greyed and color

52nd ANNUAL CHRISTMAS SEAL SALE
NOVEMBER 14 through DECEMBER

* **FOR NETWORK USE: Contact NATIONAL TUBERCULOSIS ASSOCIATION, Public Relations, 1790 Broadway, New York 19, N. Y. — CIrcle 5-8000 — Extension 280**
FOR LOCAL USE: Contact YOUR TUBERCULOSIS ASSOCIATION, in your own community

XEAK — Mighty 690

JORGE I. RIVERA, President

Like Hundreds of Broadcasters...

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ING. JOSE MARQUEZ
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Selected STAINLESS TOWERS

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LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

PEOPLE CONTINUED

ords, to Urania Records, Belleville, N.J., as director of sales, replacing **DAVID ROTHFELD,** to Korvette stores as record buyer and merchandiser.

MIKE MORRIS, formerly with Frank Cooper Assoc., N.Y., talent agents-packagers, to Roy Windsor Productions as writer on CBS-TV's *Secret Storm* daytime serial.

PROFESSIONAL SERVICES

JOE HOENIG, formerly with Rogers & Cowan, has joined Bill Watters, Los Angeles public relations firm.

MITCHELL S. CUTLER, George Washington U. Law School graduate, to Welch, Mott & Morgan, Washington law firm.

MANUFACTURING

DR. CARL E. BARNES, formerly director of research for Arnold, Hoffman & Co., elected v.p. for research of Minnesota Mining & Manufacturing Co., St. Paul. **DR. JOHN W. COPENHAVER,** formerly associate director of research for M. W. Kellogg Co., Jersey City, N.J., to director of 3M's central research, replacing Dr. Barnes.

DONALD M. SMITH, advertising manager for International Div., Burroughs Corp., Detroit, to Burroughs Div. in similar capacity, succeeding **A. R. MacISAAC,** retiring. **R. HUGH DUNDAS** promoted from supervisor of national advertising to assistant advertising manager of Burroughs Div. and **TOM A. STEVENS** promoted to supervisor of direct mail advertising, replacing **GEORGE A. WOOLFENDEN,** promoted to manager of International division, replacing Mr. Smith.

G. K. BRYANT, formerly marketing manager, RKO Victor Television Div., Camden, N.J., appointed manager, special projects, RCA, Cherry Hill, N.J.

A. B. POLLOCK, formerly plant manager of RCA Bloomington, Ind., television manufacturing plant, to general plant manager, manufacturing RCA new television and radio "Victrola" production unit, Camden.

F. R. DEMMERLY, formerly controller, RCA Victor Television Div., and **P. R. SLANINKA,** formerly personnel manager for RCA Victor Television and "Victrola" divisions, appointed controller and personnel manager respectively for new RCA consumer products administrative services unit.

THOMAS D. FULLER, previously assistant regional sales manager for Sylvania Electronics Products Pacific region, appointed marketing manager of special tube operations.

HENRY R. PONGETTI promoted from assistant purchasing agent to purchasing agent at Motorola Inc., Chicago, with procurement responsibilities involving company's consumer radio and stereo high fidelity phonograph lines.

WILLIAM E. PLITT, formerly with Continental Can Co., named controller of ORRadio Industries Inc., Opelika, Ala.

MARY E. McDONNELL, publicity director of WNYC New York, appointed public relations director of Martin Steel Products Corp., Mansfield, Ohio.

FRED G. HARLOW appointed special representative in Washington, D.C., for Price Electric Corp., Frederick, Md.

GORDON WARD, NAB field representative since mid-1957, has resigned to join Ohio Fuel & Gas Co., Toledo.

PERSONNEL RELATIONS

MILTON RAISON has resigned from tv-radio board and council of Writers Guild of America, West. **SHERWOOD SCHWARTZ** named to fill vacancy.

TRADE ASSNS.

BERNARD M.S. KEGAN, executive v.p. of Sealy Mattress Co., St. Paul, Minn., elected president of National Assn. of Bedding Manufacturers.

DONALD PLUNKETT, director of recording operations, Capitol Records, N.Y., elected president of Audio Engineering Society.

SNOWDEN HUNT, v.p., Wade Adv. Agency Inc., elected president of Southern California Advertising Golfers Assn. Other SCAGA officers: v.p., **JIM NEWTON,** Hearst Adv. Service; secretary, **WAYNE MULLER,** national advertising manager, KBIG Santa Catalina, Calif., treasurer, **BOB WALKER,** Robert Walker Co., publishers' representative, and tournament director, **CLARK BARNES,** John E. Pearson Co., station representative.

JOSEPH R. FIFE, general manager of WBBC, named president of Flint (Mich). Radio Broadcasters Assn. Other officers elected were **MARVIN LEVY,** WFDF, secretary, and **ELDON GARNER,** WKMF, treasurer.

JAMES DONAHUE, news director, WKDN Camden, elected president of New Jersey Associated Press Radio Assn., succeeding **HARLAN L. HARNER,** WJLK Asbury Park.

HOWARD T. HARWOOD, advertising manager of Shure Bros. (electronic components), Evanston, Ill., named chairman of advertising section of Electronic Parts & Equipment Mfrs. Assn.

EDUCATION

JAMES ROBERTSON, director of programming at educational station WTTW (TV) Chicago, named director of station relations for Educational Television & Radio Center, Ann Arbor, Mich. [AT DEADLINE, Nov. 24].

GOVERNMENT

G. FRANKLIN MONTGOMERY, advisor to chief electricity and electronics division, National Bureau of Standards, U.S. Department of Commerce, adds duties of chief of electronic instrumentation section, succeeding **CARROLL STANSBURY,** who has asked to be relieved because of health limitations.

INTERNATIONAL

MR. HEAGERTY

LEE J. HEAGERTY, v.p. of merchandising for Grant Adv. Inc., resigns to become president of Hudson Productions Ltd., Montreal, Que., international lip-synchronization service for films. Mr. Heagerty began his advertising career in 1926 with A McKim Ltd. (Canada) and later purchased Philip Masey & Co., changing its name to L. J. Heagerty Ltd.

SID BOYLING, formerly station manager, CHAB Moose Jaw, Sask., to CHAB-TV in similar capacity. **JAY LEDDY,** formerly program director, CHAB, to CHAB-TV production manager. **BILL FALKNER,** formerly program director, CJET Smith Falls, Ont., to CHAB as program director. Ch. 4 CHAB-TV is scheduled to begin operations in early 1959.

FRANK F. WILEY, formerly of General Mills Inc., Toronto, to advertising and merchandising manager of S. C. Johnson & Son Ltd., Brantford, Ont., succeeding **MRS. GRACE McGUINNESS,** advertising manager for past 30 years, who has been appointed administrative assistant to president.

WTVD Plugs Carry Special Advice

Something new in the way of plugs was sent to advertisers and agencies last week by WTVD (TV) Durham, N. C., to promote its increased coverage area. Bright red plaster fire hydrants, which double as bottle storage units, were used to "put in a plug" for WTVD's new 1,500-ft. tower, the highest man-made structure in North Carolina, according to WTVD. A postscript to the station's market information enclosed in the hydrant replica suggested its use as an "inconspicuous place for your fire water," and cautioned recipients to "avoid all dogs on your way home."

WFIL Cultivates Good Neighbors

Three winners were named in the first day of WFIL Philadelphia's "Good Neighbor Game" promotion, the station reported. WFIL's personalities announce on-the-air that they will be calling a family named Smith, Jones, or whatever. Listeners are urged to be good neighbors by calling people with the family name mentioned. Immediately before each call is made "a phrase that pays" is aired. To win the prize of $560 the person must answer the telephone with the proper phrase. The "good neighbor" who alerted the winner receives $56. The "phrase that pays" is changed after each call.

KPOA Extends Aloha to Presley

It's not likely Elvis Presley will be neglected by his fans at Christmas but through a promotion stunt at KPOA Honolulu, Pvt. Presley will receive greetings from approximately 750 of his followers in Hawaii. KPOA has arranged to send 6 x 12 ft. Christmas card to Elvis, now stationed in Germany. The card is on display in a downtown Honolulu music store and has space for 750 signatures of fans, one of whom will be awarded the first Army uniform worn by Presley. D.j. Tom Moffatt obtained the uniform worn for pre-induction publicity pictures from Presley's manager, Col. Tom Parker. The uniform, encased in glass and insured for $1,000, is on display next to the giant greeting card.

WAVI Issues Cards for Giveaway

Listeners who send their names to WAVI Dayton, Ohio, will receive their official "Lucky Number" card for eligibility in that station's giveaway promotion. Regularly through each broadcast day lucky numbers are chosen at random and announced by WAVI's d.j.'s. The card carrying listener who holds the selected number has 15 minutes to claim the prize offered with each number. The list of prizes includes such items as appliances, furniture, trips, food, merchandise certificates and cash.

Further Promotions for 'Ellery'

Over 30 NBC-TV affiliates are conducting one-week contests in support of the network's *Further Adventures of Ellery Queen* (Fri. 8-9 p.m.), through a cooperative set-up arranged by NBC Director of Exploitation Al Rylander. Stations are offering five-year, three-year and one-year free subscriptions to Ellery Queen's mystery magazine as awards to viewers who write the best reviews of the program. Ten-volume sets of the best Ellery Queen novels will also be presented winners, in arrangement with Pocket Books Inc.

U-1 Star Offered as Tv Prize

A joint promotion effort by Universal-International and NBC-TV will result in some civic organization "winning" a real, live movie star who'll teach members the mambo. U-I is giving away as a prize film star Linda Cristal, billed as "an Argentine Bombshell," to some qualified organization which submits the most interesting reason for having Miss C.—starring in U-I's new "The Perfect Furlough" film—instruct them in learning the mambo. Miss Cristal appeared last week on NBC-TV's *County Fair* series (Mon.-Fri., 4:30-5 p.m.). Meanwhile, last week. *County Fair*'s packager, Gale-Gernannt Productions Inc., appointed the Ted Baldwin Organization to handle the firm's promotion and publicity.

Pulse Reveals WWDC's 'Profile'

A brochure for advertisers and agencies has been prepared by WWDC Washington, D. C., to present its share of total radio audience in the greater Washington area, according to statistics released by Pulse Inc. Entitled "Personality Profile of a Radio Station," the 16-page, illustrated booklet also contains the results of a special Pulse survey in which 1,000 residents were polled to find out what they think of radio and of WWDC. The station concludes from the study that its best points are being "lively, modern and friendly," in addition to "leading all other stations in supplying the music and news the people want; in being tuned in first by more people than any other station, and in being of aid in emergencies."

KVTV Plays Teacher for a Day

Seventeen students and their instructors from the U. of South Dakota were familiarized with the operation of a television station Nov. 20 at the invitation of KVTV (TV) Sioux City, Iowa. In observance of National Education Week and National Television Week KVTV "turned over" its facilities to the television, journalism and business majors for instruction in routine operating jobs. Students with air experience were introduced to viewers and assisted on weather programs, an open house program for women and a children's show. Other students learned management problems from KVTV Manager Don Sullivan, while others made calls with salesmen. The students were supervised by James Slack, general manager of the university radio station KUSD, and Mort Miller, KUSD production director.

More Markets for CCS Campaigns

The American Tobacco Co., New York, has added four markets to its participation in Community Club Awards Campaigns

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

(Community Club Services Inc., New York), bringing the total to 34 markets. New stations for Hit Parade cigarettes: WALA Mobile, Ala.; WITH Baltimore, and WLEE Richmond, Va. For Herbert Tareyton Duel Filter cigarettes, American Tobacco adds KPOJ Portland, Ore.

WHTN-TV Campaigns for 'Raiders'

Huntington and Charleston, W. Va., shoppers recently were greeted by colorfully dressed models who handed out tabloid newspapers proclaiming the "daring exploits of Col. Ranald Mackenzie and his famed *Mackenzie's Raiders.*" The four-page papers were part of a WHTN-TV Huntington promotion campaign to announce its premiere showing of the *Mackenzie's Raiders* film series. Other phases of the campaign included premiere parties for the show's sponsors, Canada Dry and Vietti Foods, in the WHTN-TV studios and heavy on-air promotion, the station said.

Admen Invited to KYW Breakfasts

Early morning good will is being proffered by KYW Cleveland in a series of "Tally-Ho Breakfasts" for the personnel of Cleveland's advertising agencies. Maintaining the fox hunt theme, the breakfasts are complete with champagne stirrup cup, kidney-beef pie and eggs Brittany. KYW General Manager Gordon Davis and other station officials have been hosting the 8 a.m. get-togethers in the penthouse suite of the Hotel Manager.

Mining Safety Show on KROD-TV

Safety is important to the Kennecott Copper Co. of Hurley, N. M., and the firm recently utilized television to help keep its safety record going. According to KROD-TV El Paso, Tex., the Kennecott people purchased a half-hour of prime time on the El Paso outlet to bring its safety program into its employes' homes. Although Hurley is nearly 140 miles away from El Paso, KROD-TV serves as a main source of the Kennecott workers' evening entertainment, according to the station.

TURKEY (BONES) TROT

Thanksgiving turkey eaters in the Trenton, N. J., and Minneapolis-St. Paul areas can reap extra dividends with their leftover turkey wishbones by participating in holiday contests sponsored by stations WTTM Trenton and WDGY Minneapolis. Gene Graves, host of the WTTM *Morning Show* asked his listeners to mail their turkey wishbones to him. For the three largest bones received, Mr. Graves will deliver a Christmas turkey the exact weight of the Thanksgiving bird. The competition closes Dec. 5, WTTM reported. WDGY has featured two turkey contests. In one, Twin Cities children are asked to decorate the wishbones and mail them to the station. A board of d.j.'s will select the most originally decorated and the winner will receive a gift certificate from a toy store. In WDGY's pre-Thanksgiving "Spot the Turkey" contest winners received a 20-pound turkey for spotting intentional errors in a daily newscast. Winners were chosen in a drawing of the postcards bearing the correct entries.

KTIX Waves Banner Over Stadium

Spectators at the U. of Washington-UCLA football game in Seattle Nov. 1 witnessed a KTIX Seattle promotion stunt during the half-time period and part of the play-by-play. A rented plane carrying a streamer reading "No Rock 'n' Roll—KTIX—1590" circled the stadium for more than a hour. The phrase represents the station's programming of the "album sound," KTIX reported.

Spot Study Follows KLFT Event

Promotion activities associated with the third anniversary of KLFT Golden Meadow, La., last month were based on the station's 1600 kc number. With 1,600 prizes for 1,600 winners and a first prize of 1,600 records, contestants had 16 days to copy on entry forms the names of 160 advertisers aired. The top winner recorded 144 correctly. Sales information also was obtained in the contest, KLFT reported. The comparative effectiveness of various spot schedules was determined by the number of times an advertiser was recorded on entry forms. One schedule of 12 spots in one day received 1,792 out of the total of 2,304 listings. Another schedule of 12 spots during a three-day period polled 2,301 listings. It was assumed therefore, KLFT said, that the three-day plan was more effective than the single day saturation.

Hounds, Kisses Announce KLEO

Wichita listeners learned that KANS changed its call letters to KLEO the past fortnight—with the help of aggressive promotion by the station. Giving teeth to the drive were three attractive ladies and three basset hounds who mixed with shoppers in the downtown section of the Kansas city. They passed out candy kisses bearing the inscription, "Here's a kiss from KLEO and have you tried listening to 1480 [kc]?"

Snow's Arrival Closes Contest

Predictions of when the season's first snowfall would fall in Sioux City, Iowa, were received from more than 29,000 persons in the "First Snowfall" contest promoted by KMNS, that city. A local woman was awarded $100 for guessing the exact time of the first measurable snowfall—5:10 p.m., Nov. 17. Contest entry blanks were distributed by various stores in the area, KMNS said.

D.J.'s Weight in Chips Guessed

National Potato Chip Month was recognized at KING Seattle with a contest for listeners of Jim French's d.j. show. Mr. French asked his audience to guess how many chips it would take to equal his weight, 196 pounds, six ounces. The person who guessed closest to the actual figure of 29,834 chips won a year's supply of chips, KING reported.

Listeners Keep WSAI Slogan List

After broadcasting 100 safety slogans over a four-week period WSAI Cincinnati received approximately 2,500 entries in its "Safety Slogan Contest," which offered as first prize a 1959 Fiat automobile for compiling the most complete list. The winning entry contained all 100 slogans in correct order, WSAI reported. A Cincinnati car dealer used the contest to promote his new location.

MBS Sets Auto Industry Show

To demonstrate the impact of the nation's automobile industry on the American economy, Mutual will present a special one-hour documentary entitled "1959 On Wheels," Sunday, Dec. 7 (4-5 p.m.). Industry figures who will appear on the program are John F. Gordon, president of General Motors Corp.; George Romney, president and board chairman of American Motors Inc.; Ernest R. Breech, board chairman of Ford Motor Co. and Harold Churchill, president of Studebaker-Packard Corp. Topics to be explored are sales philosophy, advertising approach and engineering developments.

how to keep
top giveaway shows
on top

The S. Jay Reiner Company, Inc.
155 Mineola Blvd, Mineola, N.Y. PI 7-5300
Eleven Years in Business • Eleven Years of Dependability

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist with a record of many years of dependability.

S. JAY REINER COMPANY is a nationwide merchandising organization providing ideas, free prizes and a completely coordinated service for radio and television stations, advertising agencies and sponsors of audience-participation shows.

One such client, Station WRCV-TV of Philadelphia, Pa., writes:

"We are just delighted with the fine prizes you arranged for LET SCOTT DO IT. There was excellent variety and all of the contestants have been more than pleased with their awards. It's good to know that we can always depend on you."

May we show you what we can do for you?

Station Authorizations, Applications

Nov. 20 through Nov. 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Houma, La.—St. Anthony Television Corp.—Granted ch. 11 (198-204 mc); ERP 316 kw vis., 165 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,058 ft. Estimated construction cost $441,810, first year operating cost $348,600, revenue $452,000. P.O. address Box 70, Houma. Studio location Houma. Trans. location Terrebonne County. Geographic coordinates 29° 41′ 41″ N.Lat., 90° 49′ 09″ W.Long. Trans.-ant. RCA. Legal counsel Howard J. Schellenberg, Washington, D.C. Consulting engineer Lohmes & Culver, Washington, D.C. Principals include **Frank Conwell** (29.50%), radio-tv consultant, **Dr. S. Clark Collins** (14.80%), physician, and **C. R. Patterson Jr.** (19.70%), trucking and chemical interests. Announced Nov. 25.

APPLICATION

Winston-Salem, N.C.—Southern Bcstrs. Inc., ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,269 ft., above ground 1,255 ft. Estimated construction cost $715,755, first year operating cost $805,565, revenue $901,700. P.O. address 300 S. Stratford Rd. Studio location Winston-Salem. Trans. location 1.2 miles southeast of Sophia on U.S. 311. Geographic coordinates 35° 48′ 46.5″ N.Lat., 79° 50′ 36″ W.Long. Trans.-ant., RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey, Washington. Owners are **Winston-Salem Bcstg. Co.** (55%), and others. Winston-Salem is licensee of WTOB and permittee of WTOB-TV, both Winston-Salem; licensee of WSGN and 50% owner of permittee of WBMG (TV), both Birmingham, Ala.; and 80% owner of licensee of WAPA-TV San Juan, P.R. Announced Nov. 20.

Existing Tv Stations

ACTIONS BY FCC

KOLD-TV Tucson, Ariz.—Granted application for private tv intercity relay system between Tucson and Phoenix for off-the-air pickup of programs of KOOL-TV Phoenix. Announced Nov. 20.

KCIX-TV Nampa, Idaho—Granted application to change name to Hagadone Bcstg. Co.; by letter, denied joint petition by KIDO-TV and KBOI-TV, both Boise, Idaho, to designate same for hearing. Announced Nov. 20.

KTVI (TV) St. Louis, Mo.—Granted mod. of cp to increase slightly ant. height, move ant. 90 ft., and change type of trans.; subject to condition that grant is without prejudice to such action as Commission in future may take with regard to any question raised as result of decision of Supreme Court in the case of *Sangamon Valley Television Corp.* v. *United States and Federal Communications Commission*. Commissioner Craven not participating. Announced Nov. 20.

Translators

Spencer Area Tele. Inc. (% Eldon Kanago, Box 528, Spencer, Iowa), **Spirit Lake, Iowa**—Granted cp for new tv translator station to operate on ch. 80 to translate programs of KELO-TV (ch. 11), Sioux Falls, S.D. Announced Nov. 20.

Upper Lehigh Translator Service Corp., Palmerton, Pa.—Waived Sec. 4.702 (c) (3) and (5) of rules with respect to mileage separations and granted cp for new tv translator station to serve Palmerton, Slatedale, and Slatington, Pa., on ch. 83 to translate programs of WNEP-TV (ch. 16) Scranton; this authorization shall cease to be effective and operation of translator station on ch. 83 shall be terminated coincident with commencement of operation of duly authorized tv station on ch. 69 at Andover, N.J., or ch. 83 at Wilmington, Del., or ch. *83 at Poughkeepsie, N.Y., or at any other locations involving separations from translator station less than those required by Sec. 4.702.

New Am Stations

ACTIONS BY FCC

Corning, Ark.—Eulis W. Cochran—Granted 1260 kc, 500 w D. P.O. address 434 West Second St., Corning, Ark. Estimated construction cost $11,502, first year operating cost $24,000, revenue $30,000. Mr. Cochran, sole owner, is in retail groceries and feed. Announced Nov. 20.

Nashville, Ark.—R. G. McKeever—Granted 1260 kc, 500 w D. P.O. address 1925 South 4th St., De Queen, Ark. Estimated construction cost $14,815, first year operating cost $20,000, revenue $25,000. Sole owner McKeever also owns KDQN De Queen, Ark. Announced Nov. 20.

Lyons, Ga.—Twin City Bcstg. Co.—Granted 1340 kc, 250 w unl. P.O. address Box 247, Lyons. Estimated construction cost $14,005, first year operating cost $36,000, revenue $42,000. Principals include **J. L. Tollison** (15%), 25% WGIG Brunswick, Ga.; **H. K. Tollison** (27.5%), 25% WGIG; **John Lane, Sammy J. C. Middleton** and **John F. Lenz** (each 10%), all employees of WGIG, and **Herman F. Lange** (10%), owner of radio-tv service. Announced Nov. 25.

Oakes, N.D.—Interstate Bcstg.—Granted 1220 kc, 1 kw D. P.O. address % Robert E. Ingstad, Valley City, N. D. Estimated construction cost $13,000, first year operating cost $32,000, revenue $36,000. Owners are **Robert E. Ingstad** (90.52%) and others. Mr. Ingstad is president and majority stockholder of KQVC Valley City, KEJY Jamestown and KBMW Wapheton, all North Dakota, and KWAR Wadena, Minn. Announced Nov. 20.

Bellingham, Wash.—Bellingham Bcstg. Co.—Granted 1550 kc, 1 kw D. P.O. address 7764 Torreyson Dr., Los Angeles. Estimated construction cost $20,700, first year operating cost $45,000, revenue $55,000. Owners are **Willis R. Harpel** (75%) and **Stephen C. Wray** (25%). Mr. Harpel is 51.3% owner and manager of KXLE Ellens-

NORTHWEST
$140,000
Major market independent facility showing excellent profits. Offers real potential for owner-operator. Priced realistically with $40,000 cash down required.

FULLTIME INDEPENDENT
$225,000
SEMI-MAJOR TEXAS MARKET
This is a high powered fulltime, highly rated independent in one of the larger secondary markets in Texas.

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$80,000
Profitable under absentee ownership. Ideal for owner-operator. $25,000 down. Excellent terms on balance.

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FULLTIME NETWORK
Over one-quarter million home market. Excellent equipment, top ratings. Terrific potential.

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$250,000
MAJOR MARKET DAYTIMER
Profitable. Can do much better. Good frequency. $75,000 down.

Call HAMILTON · STUBBLEFIELD · TWINING and Associates, Inc.

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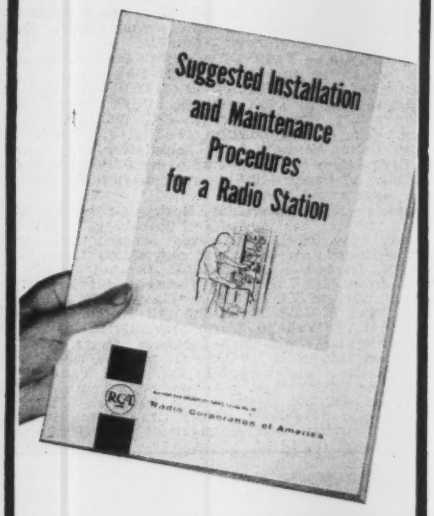
Planning a Radio Station?



This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

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burg Wash. Mr. Wray is 48.7% owner of KXLE. Announced Nov. 20.

APPLICATIONS

Bessemer, Ala.—Connolly Bcstg. Co., 1550 kc, 1 kw D. P.O. address 368 Midwood Ave., Birmingham. Estimated construction cost $12,020, first year operating cost $50,000, revenue $60,000. **James E. Connolly** sole owner, is manager of WJLD Homewood and WJLN-FM Birmingham, both Alabama. Announced Nov. 20.

Anchorage, Alaska—Sourdough Bcstrs., 590 kc, 5 kw unl. P.O. address 7764 Torreyson Dr., Los Angeles. Estimated construction cost $24,905, first year operating cost $60,000, revenue $75,000. **Willis R. Harpel**, sole owner, is announcer, KNXT-TV Hollywood, Calif. Announced Nov. 20.

Palm Desert, Calif.—Palm Desert Bcstg. Co., 1270 kc, 500 w D. P.O. address % **Delbert Davitt**, 31615 Avineda La Paloma, Palm Springs, Calif. Estimated construction cost $17,280, first year operating cost $40,000, revenue $50,000. Equal partners are Mr. Davitt, engineer, and **Spencer Rauber**, service station owner. Announced Nov. 25.

Potomac, Md.—Radio Assoc. Inc., 950 kc, 1 kw D. P.O. address % **Norman C. Kal**, 2141 Wis. Ave., N. W., Washington. Estimated construction cost $53,510, first year operating cost $75,000, revenue $100,000. Ownership: Mr. Kal (40%), **Alvin Q. Ehrlich** (20%) and **Harry L. Merrick** (20%), all with Kal, Ehrlich & Merrick advertising agency, **Wolfe Filderman** (10%), retail merchant, and **Milton L. Eisberg** (10%), president of drug chain. Announced Nov. 20.

Traverse City, Mich.—D. C. Summerford, 1310 kc, 1 kw D. P.O. address 306 Lincoln Hill Dr., Battle Creek, Mich. Estimated construction cost $20,881, first year operating cost $52,000, revenue $57,000. Mr. Summerford, sole owner, is stockholder in WTMT Louisville Ky. Announced Nov. 20.

St. Louis, Mo.—St. Louis Bcstrs., 1080 kc, 250 w D. P.O. address Box 933, Beverly Hills, Calif. Estimated construction cost $23,415, first year operating cost $60,000, revenue $70,000. **Harry Patterson**, sole owner, is one-third owner of KANS Wichita, Kan., and WCBC Anderson, Ind. Announced Nov. 20.

Fairbury, Neb.—Great Plains Bcstg. Inc., 1310 kv 500 w D. P.O. address Box 354, York, Neb. Estimated construction cost $11,565, first year operating cost $31,500, revenue $38,600. Owners are **Mr. and Mrs. Melville L. Gleason** and **Mr. and Mrs. Tommy L. Gleason**, both gentlemen with interest in KAWL York. Announced Nov. 25.

Burlington, N. J.—Burlington Bcstg. Co., 1390 kc, 500 w SH. P.O. address Box 351, Coatesville, Pa. Estimated construction cost $21,800, first year operating cost $50,000, revenue $60,000. Equal owners **William S. Halpern** and **Louis N. Seltzer** also share ownership of WCOF Coatesville. Announced Nov. 20.

Sapulpa, Okla.—Sapulpa Bcstg. Corp., 1220 kc, 250 w D. P.O. address 522 W. McKinley. Estimated construction cost $16,905, first year operating cost $36,000, revenue $45,000. Owners are **John M. Mahoney** (60%), one-half interest in KVIN Vinita, Okla.; **Ralph J. Bitzer** (30%), one-third interest in KGRN Grinnell, Iowa, and **R. B. Simpson** (10%), seller of electronic supplies. Announced Nov. 25.

North Charleston, S. C.—KTM Bcstg. Co., 910 kc, 500 w D. P.O. address % **Richard F. Kamradt**, 154 E. Bay St., Charleston. Estimated construction cost $20,965, first year operating cost $42,475, revenue $50,850. Owners are Mr. Kamradt (60%), in stevedoring, etc., and **Robert S. Tamblyn**, announcer-account executive, WCSC-AM-FM-TV Charleston. Announced Nov. 20.

Lake Geneva, Wis.—Southern Wis. Co., 1550 kc, 1 kw D. P.O. address % John F. Monroe Jr., 735 N. Water St., Milwaukee. Estimated construction cost $35,473, first year operating cost $45,000, revenue $60,000. Applicants are **John F. Monroe Jr., Mary Ellen M. Schmitz** and **Margaret M. Zunick**, each 29.4%, and **Miriam B. Monroe**, 11.8%, all of whom have interest in WSWW Platteville and WCWC Ripon, both Wisconsin. Announced Nov. 20.

Existing Am Stations

ACTIONS BY FCC

WELI New Haven, Conn.—Granted change on 960 kc from 1 kw, 5 kw-LS, DA-N. unl., to 5 kw, DA-N, unl.; engineering conditions. Announced Nov. 20.

KWSH Wewoka, Okla.—Granted change from DA-2 to DA-N, continuing operation on 1260 kc, 1 kw unl. Announced Nov. 20.

WSBR. Warwick-East Greenwich, R.I.—Is being advised that (1) unless within 30 days it requests hearing, application for extension of time to complete construction will be dismissed, cp cancelled, and call letters will be deleted, and (2) in event hearing is held on requested extension, application for transfer of control to Milton E. Mitler (WADK Newport) indicates the necessity of hearing. Announced Nov. 25.

APPLICATIONS

KBOL Boulder, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBLJ Dalton, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Contingent on WFOM filing for cp to increase power.)

WJDX Jackson, Miss.—Cp to change ant.-trans. location and install new trans.

KIMO Independence, Mo.—Mod. of license to change studio location from Independence, Mo., to Kansas City, Mo. (Request waiver of Sec. 3.30 (a) of rules.)

WREV Reidsville, N.C.—Cp to increase power from 250 w to 1 kw and install new trans.

KGFF Shawnee, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WORD Spartanburg, S.C.—Cp to increase daytime power from 1 kw to 5 kw; make changes in daytime directional ant. pattern and install new trans.

KHGM Houston, Tex.—Cp to change frequency from 102.9 mc, ch. 275 to 99.1 mc, ch. 256; change type ant., change ERP from 48 to 49 kw; change main studio location.

WDLB Marshfield, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

New Fm Stations

ACTIONS BY FCC

Pasadena, Calif.—Pacifica Foundation—Granted 90.7* mc, 47.8 kw. P.O. address 2207 Shattuck Ave., Berkeley, Calif. Estimated construction cost $25,600, first year operating cost $51,000. Owner is nonprofit corporation which also operates KPFA Berkeley, Calif., and KPFB. Announced Nov. 25.

San Diego, Calif.—Barbary Coast Records Inc.—Granted 106.5 mc, 3.5 kw. P.O. address 4430 Santa Monica Blvd., Los Angeles. Estimated construction cost $4,250, first year operating cost $24,000, revenue $30,000. Applicant is manufacturer of phonograph records. Largest single stockholder is president and manager, **Albert Latauska**, who is in record distribution as well. Announced Nov. 20.

Gretna, Va.—Central Va. Bcstg. Co.—Granted 103.3 mc, 3 kw. P.O. address Box 730, Gretna. Estimated construction cost $7,950, first year operating cost $3,000, revenue $3,000. Applicant is licensee of WMNA Gretna. Announced Nov. 20.

APPLICATION

Columbia, S.C.—Palmetto Radio Corp., 104.7 mc, 3.403 kw. P.O. address Box 5307. Estimated construction cost $12,495, first year operating cost $1,248. Applicant is licensee of WNOK Columbia. Announced Nov. 20.

Ownership Changes

ACTIONS BY FCC

KVRH Salida, Colo.—Granted assignment of license to **William R. Vogel, Jack R. Caldwell, William H. Farnham** and **Frank E. Starkey**, d/b as **Loveland Bcstrs.** (KLOV Loveland, Colo.); consideration $10,000. Announced Nov. 25.

WRWH Cleveland, Ga.—Granted relinquishment of negative control by both **Donald J. Stewart** and **William Clay Strange** through sale of 33⅓% stock to **George R. Wilkes** for $333. Announced Nov. 25.

WGLC Centreville, Miss.—Granted transfer of control from **James Dowdy, Don Partridge** and **Paul D'Antonio** to **Frederick A. W.** and **Mrs. Janola B. Davis** and **Mrs. J. M. McCraine**; consideration $25,000. Announced Nov. 25.

WWIT Canton, N.C.—Granted transfer of control from **B. M. Middleton**, et al., to **W. Barry Medlin Jr.**, et al.; consideration $40,000 for 90.72%. Announced Nov. 25.

WMPM Smithfield, N.C.—Granted assignment of licenses from **John S. Townsend** to **Carolina Bcstg. Service Inc. (Ellis C. Barbour**, president); consideration $75,000. Announced Nov. 25.

WCHO Washington Court House, Ohio—Granted (1) renewal of license and (2) acquisition of positive control by **W. N. Nungesser** through purchase of 24.98% interest from **Ray Brandenburg, Sam Marting** and **L. Morse Weimer** for $9,500, thereby increasing Mr. Nungesser's holdings to 57.34%. Announced Nov. 25.

KWRW Guthrie, Okla.—Granted assignment of license to **Farrell M.** and **Norma Sue Brooks**, d/b as **Guthrie Bcstrs.**; consideration $46,000. Announced Nov. 25.

KLOS Albuquerque, N.M.—Granted transfer of control from **Western Bcstg. Co.** to **E. Boyd Whitney**, increasing his holdings from 34.72% to 62.96% (has 50% interest in KLYN Amarillo, Tex.) **George Oliver** (37.04%); consideration $45,500. Announced Nov. 25.

KBCS Grand Prairie, Tex.—Granted transfer of control from **Earl N. Bodine** to **C. R. Sargent Sr.**; consideration $42,000 for additional 35%, thereby increasing Mr. Sargent's holdings to 50.25%, plus 58⅓% interest in $54,732 note held by licensee. Announced Nov. 25.

KEBE Jacksonville, Tex.—Granted assignment of licenses to **Wells, Waller & Ballard Inc. (Ray Henderson Wells**, president); consideration $75,000. Announced Nov. 25.

KSEL Lubbock, Tex.—Granted assignment of licenses and cp to **David R. Worley** (KLEA Lovington, N.M.), **George H. W. Bush, H. Earl Mizell, Don O. Freeman** and **Gerald H. Sanders**, d/b as **Lubbock Bcstrs. Ltd.**; consideration $185,250. Announced Nov. 25.

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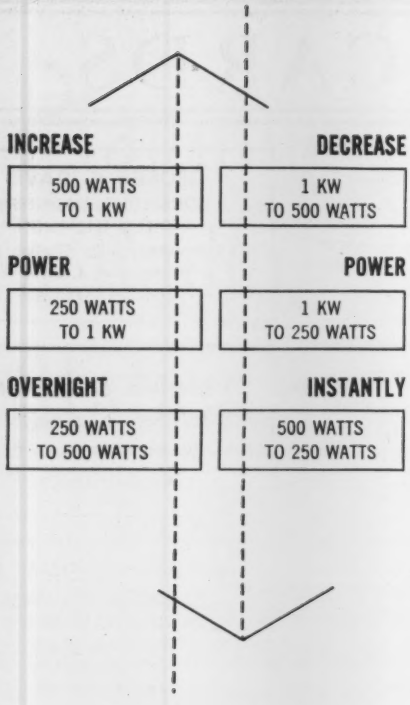

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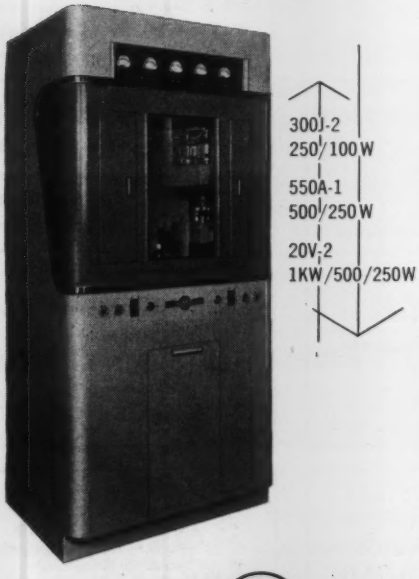

COLLINS

KDXU St. George, Utah—Granted assignment of license from **Jeanette B. Arment** to **Roy C. Winkelmann**; consideration $45,000. Announced Nov. 25.

APPLICATIONS

KENA Mena, Ark.—Seeks assignment of license from **R. B. Bell** to **E. M. Hoge** for $42,500. Mr. Hoge is with KXJB-TV Fargo and KSJB Jamestown, both North Dakota. Announced Nov. 25.

WABR Winter Park, Fla.—Seeks assignment of license from **Orange County Bcstrs. Inc.** to **Contemporary Bcstg. Co.** for $225,000. Buyers are former sportscaster **I. Edward Edwards** (54%), major league baseball player, **Preston W. Ward** (40%), and others. Announced Nov. 20.

WEBC Duluth, Minn.—Seeks assignment of license from **Head of the Lakes Bcstg. Co.** to **WEBC Inc. (George H. Clinton,** sole owner) for $250,000. Mr. Clinton also has interest in WCMI Ashland, Ky., and WTMA-AM-FM and permittee of WTMA-TV, all Charleston, S.C. Announced Nov. 20.

WBKN Newton, Miss.—Seeks assignment of license from **F. M. Smith, B. L. Blackledge, G. C. Newcomb** and **James Reeves,** d/b as **East Central Bcstg. Co.,** to **E. L. Burns,** school superintendent, for $19,000. Announced Nov. 25.

KLTZ Glasgow, Mont.—Seeks assignment of license from **James C. Carson, Charles L. Schofield** and **Willard L. Holter** d/b as **The Glasgow Bcstg. Co.,** to Mr. Holter, who is paying $22,500 to each retiring partner. Mr. Holter is general manager-salesman, KEYZ Williston, N.D. Announced Nov. 25.

WACB Kittanning, Pa.—Seeks assignment of license from **Armstrong County Bcstg. Corp.** to **Joel W. Rosenblum** for $64,940. Mr. Rosenblum is sole owner of WTIG Massillon, Ohio, and minority stockholder in WISR Butler, Pa. Announced Nov. 25.

KTET Livingston, Tex.—Seeks assignment of license from **E. H. Whitehead** and **Tommie Cole Stripling** d/b as **Polk County's Bcstg. Service,** to **E. J. Griffin Jr.,** oil company employee, for $12,500. Announced Nov. 25.

KWFR San Angelo, Tex.—Seeks assignment of license from **Solar Bcstg. Co.** to **Vanguard Bcstg. Corp.** for $75,000. Buyers are equal partners **John H. Hicks Jr.,** employe of Paul H. Raymer Co., and **Jules H. Fine,** clothing manufacturer. Announced Nov. 25.

WCHV Charlottesville, Va.—Correction to Nov. 24 FOR THE RECORD: Seeks assignment of license from Charles Barham Jr. and Emmalou W. Barham, d/b as Barham and Barham, to Eastern Bcstg. Corp. for $200,000. Principal stockholders in Eastern are Roger A. Neuhoff, sales planning coordinator, NBC, Washington, and Mrs. Neuhoff. Others include C. Waller Barrett, John Dimick, George Smith and Robert C. Walker. (Prior negotiation for sale of station to announcer Nash L. Tatum Jr. failed to reach completion.)

Hearing Cases

FINAL DECISIONS

By order, Commission granted petition by **Pierce Brooks Bcstg. Corp.,** and adopted and made effective immediately initial decision of Oct. 23 granting that applicant cp to increase daytime power of station KGIL San Fernando, Calif., now operating on 1260 kc, 1 kw, DA-1 unl., to 5 kw and to decrease power to 1 kw, employing its nighttime DA pattern during daytime hours that KPPC Pasadena, Calif., is operating. Announced Nov. 25.

By order, Commission granted request by **Twin City Bcstg. Co.** and adopted and made effective immediately initial decision of Nov. 5 granting that applicant cp for new am station to operate on 1340 kc, 250 w unl., in Lyons, Ga. Announced Nov. 25.

By order, Commission made effective immediately Nov. 5 initial decision and granted application of **St. Anthony Television Corp.** for new tv station to operate on ch. 11 in Houma, La; Comr. Ford not participating. Announced Nov. 25.

By order, Commission granted motion by **Pacifica Foundation** and adopted and made effective immediately initial decision of Oct. 27 granting that applicant cp for new noncommercial educational fm station to operate on 90.7 mc in Pasadena, Calif. Announced Nov. 25.

OTHER ACTIONS

By memorandum opinion and order, Commission dismissed petition by Cherokee Bcstg. Co. (WCVP), Murphy, N.C., for reconsideration of July 22 grant of application of James B. Childress for mod. of cp to correct site photographs and site plat of station WKRK Murphy, and denied Cherokee's request for (1) issuance of order to Mr. Childress to show cause why his cp for WKRK should not be deleted, (2) suspension of further program test authorization of WKRK, and (3) withholding of further action on Mr. Childress license application (1390 kc, 1 kw D). Announced Nov. 20.

By memorandum opinion and order, Commission denied petition by **Marshall County Bcstg. Co.,** Arab, Ala., for enlargement of issues in proceeding involving its application and that of Walter G. Allen, Huntsville, Ala., for new am stations to operate on 1380 kc, 1 kw D. Announced Nov. 25.

Commission scheduled following proceedings for oral argument on Dec. 12:

North Dakota Bcstg. Co., Fargo, N.D.

Wayne M. Nelson, Concord, N.C., and Fred H. Whitley, Dallas, N.C.

Nevada Telecasting Corp. (KAKJ), Reno, Nev.

Westbrook Bcstg. Co., Westbrook, Me., and Sherwood J. Tarlow, Saco, Me.

The Four States Bcstg. Co., Regional Bcstg. Co., Halfway, Md.; WDOV Dover Bcstg. Co., Dover, Del.; George Fishman, Brunswick, Md.—Designated for consolidated hearing applications of Four States, Regional and Fishman for new am stations to operate on 1410 kc DA, D—Four States and Regional with 1 kw and Mr. Fishman with 5 kw; and WDOV to increase power from 1 kw to 5 kw, continuing operation on 1410 kc D; made WLSH Lansford, Pa., party to proceeding. Announced Nov. 20.

Kansas Bcstrs. Inc., Salina Radio Inc., Salina, Kan.—Designated for consolidated hearing applications for new am stations to operate on 910 kc, 500 w DA, daytime only. Announced Nov. 20.

WHRB-FM, Harvard Radio Bcstg. Co., Cambridge, Mass.; WKOX Inc., Framingham, Mass.—Designated for consolidated hearing application to change facilities of Class A fm station WHRB-FM from 107.1 mc, 96 w, 44 ft., to 105.5 mc, 796 w, 42.3 ft., and WKOX Inc., for new Class B fm station to operate on 105.7 mc. Announced Nov. 20.

WCLW Mansfield, Ohio—Is being advised that application for assignment of license to Mansfield Journal Co. indicates necessity of hearing. Announced Nov. 25.

Routine Roundup

By order, Commission amended Sec. 3.614 (b) of its tv broadcast rules, effective Nov. 28, to reflect agreement with Canada which limits power of uhf stations within 250 miles of border to 1000 kw effective radiated power. Announced Nov. 20.

PETITION FOR RULE MAKING FILED

Central Michigan College, Mount Pleasant, Mich.—Requests allocation of uhf ch. 14 to Mount Pleasant, Mich., for educational use and re-allocation of ch. 27 to West Branch, Mich., in lieu of ch. 21. Announced Nov. 21.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on November 19

Denied petition by KISD Inc. (KISD), Sioux Falls, S.D., for leave to withdraw its protest to grant of application for consent to transfer control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, S.D., from James A. Saunders to William F. Johns Jr.

By Hearing Examiner Jay A. Kyle on November 20

Scheduled prehearing conference for Dec. 1 on am applications of Jeannette Bcstg. Co., Jeannette, and Carnegie Bcstg. Co., Carnegie, both Pennsylvania.

By Hearing Examiner Charles J. Frederick on dates shown

Continued further prehearing conference from Nov. 21 to Dec. 8 and hearing scheduled for Dec. 1 to date to be determined at time of further prehearing conference in Moline, Ill., tv ch. 8 proceeding (Community Telecasting Corp., et al.). Action Nov. 19.

Granted petition by WMGM Bcstg. Corp., New York, N.Y., for extension of time from Nov. 20 to Dec. 4 for exchange of lay testimony among parties in proceeding on its fm application and that of Newark Bcstg. Corp., Newark, N.J. Action Nov. 20.

By Hearing Examiner Thomas H. Donahue on November 20

Issued order following pre-hearing conference in Eugene, Ore., tv ch. 9 proceeding (Northwest Video, et al.); scheduled further pre-hearing conference for Dec. 1 and hearing for Dec. 8.

Continued hearing from Nov. 20 to Dec. 4 in proceeding on am applications of Nick J. Chaconas, Gaithersburg, Md., et al.

By Hearing Examiner Basil P. Cooper on November 20

Evidentiary hearing will be resumed at 9 a.m., Nov. 24, on am applications of Leavenworth Bcstg. Co. (KCLO), Leavenworth, Kan., et al.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled hearings for Jan. 15, 1959, in following proceedings: Tucumcari Television Co., for cp to construct tv translator station in San Jon, N.M.; tv ch. 6 proceeding in Miami-Perrine, Fla. (Gerico Investment Co. [WITV], et al.); Radio KYNO, The Voice of Fresno (KYNO), Fresno, Calif. Action Nov. 14.

Granted petition by Broadcast Bureau for ac-

Continued on page 106

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Attention all managers, sales managers, salesmen, program directors, disc jockeys, production men, engineers and combo men! Are you ready for the big time? America's fastest growing radio group needs qualified and experienced personnel in all of the above categories for major market stations. If you are interested in a career with top pay and many extra benefits, tell us all in your first letter. All replies will be held confidential. Sorry, but we can not return tapes. Reply Box 722G, BROADCASTING.

Men wanting a larger opportunity. Must be of good character and willing to learn and work hard. In addition, an automobile is required. General knowledge of the media field as well as some sales background would be helpful. Your income will be in proportion to your ability. Interviews will be conducted in Atlanta, Chicago, New York and Washington. For further information, please write Paul H. Chapman, Media Broker, 1182 West Peachtree, Atlanta.

Management

Commercial manager capable of moving up to station manager in California group operation. Guarantee against percentage. Send full story of yourself to Box 733G, BROADCASTING.

Wanted, young, aggressive, dynamic, hard working salesman, or sales manager looking for manager's job. Small highly competitive market. Station doing well, but can do better. Must be top-notch public relations man. Free hand, good salary plus, arrangement. Middle Atlantic area. Box 832G, BROADCASTING.

Manager strong in sales for small single station Pennsylvania market. Salary plus percentage. P. O. Box 679, Washington, D. C.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Inland Muzak franchise needs top industrial salesman. If successful, a very nice salary and equity can be yours. Box 695G, BROADCASTING.

Aggressive, promotion minded salesman for top-ranking station in medium-sized market. Unusual opportunity and potential for man willing to work. Send full particulars and photo. Box 726G, BROADCASTING.

Northern Illinois—independent top money and future for salesman who loves to sell. Box 746G, BROADCASTING.

Small—medium market managers—sales managers—come to the city and sell for the south's most progressive Negro radio group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunities unlimited—aggressive men 28 to 39. Send complete resume first letter. Box 785G, BROADCASTING.

Salesman-announcer for 5 kw North Carolina station. Salary and commission. Prefer southern background. Box 793G, BROADCASTING.

Unusual opening for aggressive salesman, who wants to move up to substantial northeastern Ohio market. Guarantee up to $600 per month with top account list worth $12,000 to producer. Sales manager position open if you qualify. Best references required. Box 838G, BROADCASTING.

We're both looking. You're looking for a better job—we're looking for a young, aggressive radio salesman to fill vacancy in our sales department. We offer good pay, excellent working conditions with only station in pleasant northwestern Pennsylvania city of 25,000. You'll like our town. It's ideal for raising a family. Write Box 870G, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

RADIO

Help Wanted—(Cont'd)

Sales

Sales expansion requires immediate need for aggressive young salesman. $400.00 monthly guarantee. Excellent opportunity. KWVY, Waverly, Iowa.

Salesman-announcer. Small market college town in Nebraska. Not looking for a man seeking experience, must be experienced. Excellent opportunity with good working conditions. This is a prestige station, with fine acceptance. On the air since 1954 with well rounded programming, accent on album music. Prefer married man with over 5 years experience. Some tv announcing, if desired. Contact Bill Finch, KCSR, Chadron, Nebraska.

Announcers

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history, to Box 354G, BROADCASTING.

Wanted: Announcer with first class—for southern independent. Start $4160.00 year. Increase in 3 months. News gathering and newscasting important. Engineering minimum. If interested in long term proposition—contact. If you think you're about the best and find yourself the most important part of any operation you've associated with—don't contact. We want a sincere, down to earth man who wants solid security for his family. Box 707G, BROADCASTING.

Good pay to start with even better pay later. Announcer needed growing station in America's land of opportunity. The magnificient southwest. Dry, healthful climate. Experience required, commission on sales, too, if you want to add to your income. Good references necessary, pleasant personality. Send tape and details to Box 757G, BROADCASTING.

Bright disc jockey with warm, outgoing personality who can program for adult audience on shows with rapidly rising ratings. No rock n' roll! Salary-talent setup with excellent working conditions. Metropolitan Ohio market. Send tape, photo and complete details first letter. Box 803G, BROADCASTING.

Top air personality needed immediately for top rated daytime show. Leading midwest independent music-news outlet. Sharp production. Good mature delivery mandatory. First phone required. No maintenance. Top money for right man. Write-wire. Box 804G, BROADCASTING.

Wanted: Staff announcer for 1000 watt eastern Ohio station w/background of sports announcing. Send tape, resume and picture. Box 807G, BROADCASTING.

Experienced morning man for full timer, many benefits, pay open, within 100 miles from New York City. Send tape and resume to Box 812G, BROADCASTING.

Oklahoma: Immediate opening for country-western dj with 1st phone to take over established nighttime show. Can offer extra income from daytime sales/service if desired. Single station market, town of 20,000. Staff vacancy created by Uncle Sam. Box 813G, BROADCASTING.

Combined play-by-play sports plus area salesman. $75.00 weekly, commission, small car allowance. Nebraska station. Write Box 839G, BROADCASTING.

Announcer-disc jockey. Excellent opportunity for glib, imaginative dj. Must be strong staff announcer. Only experienced commercial radio station personnel need apply. Rush tape of dj work, news, commercial, to P.O. Box 192, Urbana, Illinois.

Needed immediately. First phone announcer. 1000 watt midwest independent. Send tape and resume to KCIM, Carroll, Iowa.

Wanted by an old, 23 year, well established 5,000 watt independent station, KIUP, Durango, Colorado, has opening for dependable, experienced engineer-announcer. Accent on announcing. No maintenance. Must have first ticket. Floaters, drunks and glamour boys do not apply. References will be thoroughly checked. Send tape, resume of background and salary expected to KIUP, P.O. Box 641, Durango, Colorado.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted: Announcer for a 1000 watt independent in city of 11,000 in southwest. Prefer an experienced radio man with knowledge of music, news and sports. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

A morning announcer. Apply station WAMD, Aberdeen, Md.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

South Florida indie needs all-around staffer. Experienced only. Send resume, tape, snapshot first letter. Tapes not returned unless postage accompanies. Immediate opening. No phone calls. Write Program Director, WFTL, Box 1400, Fort Lauderdale, Florida.

Excellent opportunity for experienced announcer-continuity writer. Top rated metropolitan radio station offers chance to move up. Rush resume, continuity samples, snapshot to Dave Lyman, WLEE, Richmond, Va.

Daytime popular wants A-1 personality announcer. Top salary, plus 15% of anything he sells. Not necessarily looking for network announcer, but man who really sells products ad lib. Rush tape, resume, Box 869, Medford, Oregon.

If you want to get out of the rat race into a small but active, beautiful resort area market of Ellsworth-Bar Harbor, Maine, you may be interested in our new station. You get security, advancement, good income and excellent place to bring up a family. We get stable creative, experienced talent. Positions for program manager-announcer and announcer-engineer (first class). Require a written resume of experience, references and tape of air work. Please read this carefully. We do not want to waste your time. Coastal Broadcasting Company, Inc., Ellsworth, Maine.

Reached your potential as an announcer? We can train you to earn more in radio time sales in one of our 8 radio-television stations. Excellent opportunities for advancement to management. Send resume and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Technical

Independent Connecticut daytime—combo man with 1st ticket for chief engineer position. Send resume, tape to Box 706G, BROADCASTING.

Needed immediately, 1st phone engineer-announcer for new daytime directional located in one of northern Michigan's most attractive resort areas. Call Lansing, Michigan, Ivanhoe 5-5112.

Immediate opening first phone engineer-announcer. Good salary. WENC, Whiteville, North Carolina.

Immediate opening for engineer at WSBA radio-tv, York, Pennsylvania. For full details, contact Glenn Winter at York 25-531.

Mobile radio technician wanted. Must be experienced on two-way Motorola, G.E. communications equipment. Must be capable of checking out systems without assistance. Second class license or above. Call T. C. Wood, Jr., Edison 3-1102, Charlotte, N. C.

Production-Programming, Others

Eastern station has opening for newsman-announcer. Good voice with experience. Profit-sharing and insurance plans. Actors, singers and hillbillies do not apply. Box 770G, BROADCASTING.

Newsman-announcer combination to complete three man news operation in northeastern Ohio metropolitan operation. Must be able gather, write and air news and do some board work. Excellent working conditions with good salary-talent setup. Send photo, tape, resume first letter. Box 783G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Florida top-rated, music and news operation, needs copywriter. Must be able to produce copious amount of quality copy for fast-paced station with modern sound. Box 828G, BROADCASTING.

Newsman wanted by independent in major Florida market to create news department coherent with stations fast pace and, "modern sound." Box 829G, BROADCASTING.

Program, production and promotion man. Storz-oriented, with McClendonknowhow who can Plough into the thick of a rating battle and Bartell the audience in terms ingenious and convincing enough to come up with top rating in big southern city. Box 830G, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading north central, regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 840G, BROADCASTING.

WSWW, Platteville, Wisconsin, seeking reliable, experienced newsman to gather, write and air tri-county news. Must like community of 6500. Only honest, sober, and industrious newsmen need apply. Send tape, resume, picture and references.

RADIO

Situations Wanted

Jock Laurence and the voices in the news—featured by over half a hundred radio stations coast to coast. James A. Noe, Jr., General Manager, WNOE, New Orleans, wrote, "Just a note to let you know how appreciative I am of the outstanding job you have done for WNOE. I have never heard so much weighty news capsuled in such short segments before. Jock calls you mornings and evenings with several exclusive news stories, featuring the voices of the newsmakers. Specially designed console feeding equipment guarantees high broadcast quality. Taylored individually with your call letters fore and aft, Jock will report to your listeners from your Washington Newsroom. Jock Laurence and the voices in the news is the original regularly scheduled "beeper" news service to network affiliates and independents alike. His roster of long-time clients includes CBS, NBC and ABC affiliates who, like the independent stations, are proud of the sound and prestige of maintaining their own Washington news staff. Well known to your congressional delegation, Jock and his staff check daily for local items for your listeners. The 45-second capsuled national, international and local reports are designed for insertion in your newscasts. Since pioneering this unique service two-and-a-half years ago, several imitators have appeared and faded from the scene. Don't buy the imitators before you hear a free audition and compare. Call, wire or write for a list of client stations nearest you and check our reputation and quality of news throughly. Jock Laurence Radio News Network, Chastleton Hotel, Suite 715, 1701 16th St., N.W., Washington 9, D. C., ADams 2-8152. Member: Senate-House Radio-TV Gallery, Radio-TV Correspondents Association, National Press Club.

Management

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Capable, experienced manager of small-market am or tv station willing to complicate your tax problems by producing more and more revenue. Pacific northwest. Write Box 681G, BROADCASTING.

Looking for profits? Successful manager, experienced in all phases, desires to lease station or manage with salary plus percentage. Excellent references. Box 682G, BROADCASTING.

Programming to boost ratings. Sales to boost revenue. Management personality to boost prestige. Now managing number "one" in 3-station market. Ready for "big job." Box 728G, BROADCASTING.

General manager for southwest market greater than 100,000. Young, successful sales manager. Currently with one of nation's leading independent station groups. Station must be independent or willing to drop network in favor of money. $10,000. Box 751G, BROADCASTING.

Manager-built present station. Too many owners—too small town. Want larger town, better potential—prefer south. Accent sales. Box 797G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Professional experience includes network production. M.A. degree from leading university. First ticket. Happily married. 30. Friendly, commercially-minded, and creative. Ready to settle permanently with healthy organization. Box 820G, BROADCASTING.

Need a shot in the arm? Manager with proven sales-getting ability. Knows modern radio programming and how to get ratings, strong on promotion. Knows how to stay within a budget, spend money wisely and operate profitably. Salary requirements in five figures plus incentive. Currently employed but desire change for personal reasons. Solid middle thirties will go anywhere for opportunity. What's your deal? Box 833G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 855G, BROADCASTING.

There is no substitute for successful experience. Creativity coupled with leadership in sales and programming meant success for me in radio station ownership after years of network radio and tv experience. Recently sold my property for capital gain. Seeking new affiliation with or without cash participation. Box 859G, BROADCASTING.

Manager, presently employed, 17 years experience as manager, commercial manager, program director in top markets. Also agency and network experience. Best references past employers. Box 863G, BROADCASTING.

Sales

Aggressive combination salesman - announcer seeks permanent position in West Virginia. Box 798G, BROADCASTING.

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 850G, BROADCASTING.

Announcers

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Hungry for talent? Be the first to send for my tape and get someone who can really sell. Married, veteran, ready to travel. Box 774G, BROADCASTING.

Sportscaster desires baseball, basketball, football. Also news, dj, operate board. Married, college, vet. Best offer. Go anywhere. Box 775G, BROADCASTING.

DJ announcer, negro, experienced news, commercials, operate board. Prefer south or southwest. Box 786G, BROADCASTING.

Staff announcer. 2 years experience—news, dj, sports (including play-by-play baseball), some copywriting. 3 years college. Prefer mid-Atlantic. Available February 1. Box 790G, BROADCASTING.

Experienced staff announcer looking for permanent position. Sober, reliable. Tape, resume, photo. Box 799G, BROADCASTING.

So what's new—me! Versatile woman's director and all phases of radio and television. Operate board. Box 810G, BROADCASTING.

Program director: Presently employed (top 40). Present duties: Traffic-programming-announcing, gimmicks, and writing of all commercials (production). Desire job closer to home (Chicago) as announcer: Announcing sales or pd. 24, single, vet, college grad. Box 814G, BROADCASTING.

Announcer-strong commercials, write good copy, news, record shows, run board. College graduate communications. Veteran. Box 818G, BROADCASTING.

Announcer, all phases of radio. Some tv. Over two years experience. Desiring larger market and chance for advancement. Box 819G, BROADCASTING.

News-sports-ten years football, basketball-baseball. References. Available immediately. Box 826G, BROADCASTING.

Play-by-play staff-pd, 6 years experience. College graduate, 24, married, dependable, top references. Box 827G, BROADCASTING.

As advertised! One announcer, voice swell for all sell, vet, single, fully trained. Box 831G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Just released on market—mature announcer, family. 3½ years experience, medium market. You name, I've had, including short pay. Inherent knowledge listenable music. Want advancement in respectable operation desiring steady man for family type organization. Tapes, photo, references. Midwest or south. Box 836G, BROADCASTING.

Country music personality wants work in southeast. Family man, sober. For details, references and tape write Box 837G, BROADCASTING.

Negro deejay, fast patter, smooth production, handle controls, references, tape. Box 844G, BROADCASTING.

Girl-dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Eager, capable-production, publicity, promotions. Box 845G, BROADCASTING.

Announcer-dj; operate board, strong, copy, sales, gimmicks, cooperative, reliable. Box 846G, BROADCASTING.

Experienced announcer. Suitable larger market. Music, news, commercials, copy. Box 847G, BROADCASTING.

Spirituals-folk music specialist. Good background. Staff announcer. Versatile. Cooperative. Box 848G, BROADCASTING.

Women's programs - announcer - writer - director. Good general background. Cooperative. Versatile. Box 849G, BROADCASTING.

Experienced attractive girl announcer—will consider any radio work in metropolitan New York area. Excellent copywriting and time sales. Box 852G, BROADCASTING.

New personality, negro announcer, N.Y.U. training, CBS method, will relocate. Salary open. Box 853G, BROADCASTING.

Morning personality, ready larger market assignment. Copy, sales, operate board. Reliable. Box 857G, BROADCASTING.

News special events-plus. Announcer-writer-producer. Radio and tv. Box 858G, BROADCASTING.

Experienced announcer desires position in Arlington, Alexandria, Virginia area. Would like to change positions by December first. Box 860G, BROADCASTING.

Young man seeks career position with progressive station. Grad. Experience as deejay, newsman, play-by-play, copy, etc. Would like tv or radio. Box 869G, BROADCASTING.

Available now, young announcer, one year general staff work. Married. Presently employed. Box 907, Sylva, North Carolina.

Country and western dj. Due to a change to a combination operation, WKTC is forced to part with one of Charlotte's top c & w disc jockies. We highly recommend this man, who will fit your needs for a dependable all-around c & w disc jockey. For further information call the Manager or Program Director of WKTC, Charlotte, N. C., Edison 3-1102.

Cooperative, reliable; combo man. 1st class, draft free, no drifter. Resume, tape and picture. P. Moore, 36 E. Sola St., Santa Barbara, Calif.

Colored announcer-dj, personality. Excellent voice, experienced, have family, will travel. Rai Tasco, 47-10 206th Street, Bayside 61, New York.

Technical

Engineer-announcer-Spanish and English. Ten years presentation Spanish programs with large following, excellent maintenance, excellent Spanish, first class phone. Reply Box 693G, BROADCASTING.

Communications officer, Maritime service, desires broadcast or television position west or southwest. No announcing; first phone; 12 years electronics, including 1½ broadcasting; LaSalle Business graduate, accounting student. Alban Hatzell, Box 252, Phillipsburg, Kansas.

Young married man with first phone desires experience. Prefer Pacific or gulf coast but will consider anything. Will take combo job. Joe Lundy, Tonasket, Washington.

RADIO

Situations Wanted—(Cont'd)

Technical

Eighteen years in electronics, three teaching radio theory, eight in radio broadcasting, five in telecasting, two as head of electronics laboratory, first class phone. Howard C. Williams, 1038 Front St., Binghamton, New York.

Production-Programming, Others

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Program director-announcer. Nine years experience. College trained. PD six years, excellent record. Seeking opportunity for advancement in quality operation. South east preferred. Box 791G, BROADCASTING.

Program manager. Revenue ideas, shows, programming. Prefer lagging operation. Be specific and sincere in reply. Hard worker, congenial, mature, married, age 36, $100.00. Available now! Box 809G, BROADCASTING.

Program director, first phone, announcer-family. Can you afford me? Box 821G, BROADCASTING.

Program director position desired by young, ambitious family man with eight years in broadcasting. College degree. Presently employed as announcer. Box 823G, BROADCASTING.

Modern radio program director available January first. Experienced in administration of number one good music, news, entertainment and service programming. Know production, programming, news, promotion and announcing. Married, 2 children. Write about your station and your offer. Box 824G, BROADCASTING.

Experienced traffic gal with good knowledge station operation wishes to move on. Eastern states, large market only. Box 825G, BROADCASTING.

TELEVISION

Help Wanted

Sales

CBS affiliate in Kentucky needs aggressive, imaginative salesman. Opportunity to grow with present station and chain. Address complete details to Box 756G, BROADCASTING.

Want permanent hard-working salesman for progressive southwestern location. No place for hot-shots or high-pressure artists. If you have good educational background, and if you have had tv sales experience, or have been sales manager or manager of small market radio station, and maybe had some announcing experience also, and if you sincerely want to work hard to merit advancement to administrative responsibility, then write Box 760G, BROADCASTING.

New local tv programming creates growth opportunity for stable executive type salesman. A little experience and much ability on your part, along with my help and leads to get you started, should result in $8,000 to $10,000 commission per year soon, and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, WJIM-TV, Sales Manager, Lansing, Michigan.

Florida, ABC-vhf station. Wants exceptional go-getter salesman. Good draw minimum guarantee against commission. Market 200,000 sets. A great place to live. Send complete details, references, sales record, photo to Lee Hall, Box 5795, Orlando, Florida.

Announcers

Wanted, experienced woman capable of doing live tv commercials, radio, writing, and some servicing. Unusual opportunity. Send tape and resume to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Two engineers needed by south Texas vhf station. Box 743G, BROADCASTING.

Florida educational vhf has opening for two technicians with first class license. Submit references and photograph with application. Box 817G, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

TV engineer—Leading vhf has opening for transmitter operator with first class license. Actual tv experience not required. Prefer young man with fundamental knowledge and aptitude who can learn quickly under proper supervision. WSAV-TV, Savannah, Georgia.

Texas tropical coast living for experienced tv engineer. Established, progressive vhf network affiliate. Air mail or wire full resume and availability. STET, Box 840, Corpus Christi, Texas.

Production-Programming, Others

Photographer-commercial artist. Man or woman who can handle layout and slide photography for southern vhf full power station. TV experience not essential if you have proof of ability. Box 734G, BROADCASTING.

Continuity writer for full power vhf south. Can open door to sales or production career. Box 735G, BROADCASTING.

Continuity writer, college graduate for midwest tv station. Will train person with writing experience. Send resume, picture and samples immediately to Box 792G, BROADCASTING.

Wanted—TV continuity writer, creative writer, good selling tv copy experience necessary. Midwest full power vhf-net affiliate in excellent market. Opening immediate. Our employees know of this ad. Box 794G, BROADCASTING.

Wanted, experienced commercial photographer, medium south market. Must know lay-out and 35 mm slides. News secondary. Write immediately. Box 808G, BROADCASTING.

Wanted, coordinator with 1st phone—to take charge production department and operations. Salary open—mountain states area—write Box 811G, BROADCASTING.

TELEVISION

Situations Wanted

Management

Station manager: Television and radio. Thoroughly experienced in major market operation. 19 years in management and sales, with excellent contacts in the national field. Able to successfully combat tough competitive situations. Cost conscious of operations yet able to maintain high morale of employees. Understand and can use research, merchandising and marketing to secure and hold advertisers. Age in 40s. Married, with children. Past record and references open to inspection. What is your problem? Box 815G, BROADCASTING.

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

Ten successful years in sales and management. Creative, energetic organizer. Married, family, 35, college degree. Please expect sales results. Check my references. Employed. Box 862G, BROADCASTING.

Announcers

Sports announcer—disc jockey-salesman, 9 years radio-tv. Married. Available immediately. Box 646G, BROADCASTING.

Announcer interested in joining staff of television station. Presently employed—doing minimum amount of television along with radio. Family man. College graduate. Box 822G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials, versatile. Box 851G, BROADCASTING.

Technical

Married, 28, have first, willing to travel, have training, need experience, desire to work in a tv station or transmitter as an engineer. Box 787G, BROADCASTING.

Production-Programming, Others

New ideas. Three years network production and creative experience. Single. Travel anywhere. Box 745G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Producer-director-writer, presently employed tv network production. After fighting for (and getting to) the "top", is bogged down. Wishes relocation with station/agency/network that encourages aggressive creation. Minimum salary $10,000. Top references and resume in reply to firm offers. Box 835G, BROADCASTING.

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 856G, BROADCASTING.

. . . and there's the one about the cub reporter who was covering the Johnstown flood and was so moved by what he saw that he wired his editor: "God sits on a lonely mountain-top tonight in Johnstown . . ." His editor wired back: "Forget flood. Interview God. Pictures if possible." If you are a station or a producer or a distributor—or whatever—and you need publicity and/or promotion for your flood, I'm your man. I'll even get picture. Box 865G, BROADCASTING.

It will take more than this ad to convince you, but I can capably handle your publicity or promotion. Station, producer, distributor, whatever—for details, write Box 866G, BROADCASTING.

Experienced newsman: Now heading vhf-radio newsroom; consistently beating newspaper, broadcast competition on regional, national news. News-in-depth specialist. Seek news director or good staff job. Excellent, authoritative delivery, top references. Box 868G, BROADCASTING.

FOR SALE

Stations

West. Ideal climate. Daytime, music and news. Big market. Box 731G, BROADCASTING.

Florida station, 1 kw in small market. A neat well run operation, accepted in market. Can be leased-purchased with $10,000 down. All equipment nearly new. Write Box 741G, BROADCASTING.

Rocky Mountain high profit full timer. Top rated in market. Annual gross $135,000. Priced at less than gross for cash, or 1¼ times gross on terms. Excellent real estate included. Box 744G, BROADCASTING.

1,000 watt daytimer in small, single station rural market in South Carolina. Write Box 796G, BROADCASTING.

Minority interest in Texas gulf coast regional. Excellent past record paying 12% dividends plus 10% capital gain yearly. All cash. Box 805G, BROADCASTING.

Exceptional station. 1 kw, fulltime. West coast. $325,000.00. $97,000.00 down. Box 834G, BROADCASTING.

Daytimer Great Lakes area. Beautiful building and new equipment. Box 843G, BROADCASTING.

For sale to good working manager. 49% of real money maker in small competitive market. $5,000.00 down, balance can come out of profits. Write Box 867G, BROADCASTING.

Southwest small market station, $30,000, with $15,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Southeast small market stations (2), $39,750; $42,000; medium market, $225,000. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Florida small market stations (5), $32,500 to $83,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Equipment

1—RCA MI 11862 recording head (new), $100.00. 800 feet Prodelin 3⅛ inch 50 ohm transmission line with anchor insulators like new, $69.00 per section. WANE-TV, Fort Wayne, Indiana.

FOR SALE

Equipment—(Cont'd)

Several second-hand galvanized Stainless, Inc. AM Towers. Ace High Tower. Box 55, Greenville, North Carolina.

For immediate sale: 1—GE 1-kw final, fm transmitter, type #BF-1-A and 1-2 Bay GE ring-type fm antenna. Priced for quick sale $2,250, delivered anywhere in U.S.A. Write, wire or phone Ernest W. Jackson, Jr., Vice President, Audioland Electronics Corporation, 502 West 13th Street, Austin, Texas, GReenwood 6-7047.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Co. Box 31, Temple, Texas.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

AM or fm station in or near metropolitan city by church-non profit corp. Strictly confidential. Box 732G, BROADCASTING.

Cash for profitable or unprofitable station in western Pennsylanvia or N. Y. No brokers. Box 742G, BROADCASTING.

Present owner wants to buy—station in a single market. Illinois, Missouri or Kansas. Box 795G, BROADCASTING.

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

UHF station either on the air of permit medium market in the south by purchase or lease with option to buy. No brokers please. Box 861G, BROADCASTING.

Equipment

Wanted, am RCA 1 kilowatt transmitter in good condition. Write to Radiodifusora XEAW, Box 628, Monterrey, Nuevo Leon, Mexico.

Wanted: Dumont fm exiter No. 5067B for Dumont (link) series 1000/2000 transmitter. Interested in any am, fm or tv transmitting and studio equipment. Technical Systems, 12-01 43rd Ave., L.I.C.-1-N.Y.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Announcers

MORNING MAN NEEDED IN MAJOR SOUTHERN MARKET. EXCELLENT SALARY FOR RIGHT MAN. SEND TAPE, RESUME, PHOTO TO:

BOX 747G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

WANTED

Top air personality for one of America's top radio stations. Air mail tape to Larry Monroe, KXOK, Radio Park, St. Louis 13, Mo.

Production-Programming, Others

PROGRAM DIRECTOR

Outstanding opportunity with one of the best known southern radio stations. Must be outstandingly efficient with success record. Format modern but not wild. A character station in need of a character man. Salary open. Air work big asset but not deciding factor. Send outline and picture immediately, tape if you do air work. Drifters and incompetents will be wasting their time.

Box 842G, BROADCASTING

CONTINUITY WRITERS

We are looking for an experienced girl continuity writer who would like to add to her income by becoming an air personality. Male announcer-continuity writers also considered. Ready to move to a top-rated metropolitan station? Send resume, continuity samples and snapshot to

Dave Lyman
WLEE
Richmond, Virginia

TELEVISION

Help Wanted

Announcers

Michigan's First Television Station needs:

STAFF ANNOUNCER

WWJ-TV, the Detroit News is seeking man of unusual ability to handle staff announcing assignments. Must have minimum of three years television experience and solid references. Send tape, photo, resume and kine if available to: Program Manager, WWJ-TV, The Detroit News, 622 W. Lafayette, Detroit 31, Michigan.

EMPLOYMENT SERVICE

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

OVER ONE HUNDRED POSITIONS TO BE FILLED IN THE DYNAMIC NEW SOUTHEAST! ! !
RADIO—TV—ADVERTISING
Write—Wire—Phone JA 5-4841
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
IMMEDIATE REPLY REQUESTED

FOR THE RECORD *continued from page 102*

ceptance of late filing of opposition to petition of KISD Inc., for leave to withdraw its protest in matter of application for transfer of control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, S.D. Action Nov. 18.

Granted petition by Montague County Bcstg. Co., Bowie, Tex., for dismissal without prejudice of its am application and retained in hearing status the remaining applications involved in consolidated proceeding (Leavenworth Bcstg. Co. [KCLO], Leavenworth, Kan., et al.). Action Nov. 18.

By Hearing Examiner Jay A. Kyle on November 17

On own motion, ordered that hearing will be resumed on Nov. 26 at 9 a.m., in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7.

By Hearing Examiner Elizabeth C. Smith on dates shown

Ordered that time for filing corrections to transcript of hearing in proceeding on am application of Bay Area Electronic Associates, Santa Rosa, Calif., be extended to and including date of filing of proposed findings and conclusions. Action Nov. 14.

Scheduled prehearing conference for Dec. 5 at 2 p.m., on am application of Ralph Luke Walton, Indianapolis, Ind. Action Nov. 18.

By Hearing Examiner Forest L. McClenning on dates shown

Granted motion by Max H. Isoard, tr/as Sierra Madre Bcstg. Co., Sierra Madre, Calif., for continuance of dates for exchange of direct cases on engineering issues, for exchange of direct cases on non-engineering issues, and for further prehearing conference to Dec. 15, Jan. 5 and Jan. 15, 1959, respectively, in proceeding on its application and that of Falcon Bcstg. Co., Vernon, Calif., for fm facilities in those cities. Action Nov. 17.

Continued hearing from Dec. 10 to Jan. 27, 1959, on am applications of Central W. Va. Service Corp. (WHAW), and Clarksburg Bcstg. Corp. (WPDX), Weston and Clarksburg, W. Va.

By Hearing Examiner Basil P. Cooper on dates shown

Scheduled evidentiary hearing for Dec. 17, and on or before close of business Dec. 5, counsel for each party will identify such witness or witnesses as he wishes to cross-examine at evidentiary hearing in proceeding on applications of Armin H. Wittenberg Jr., Los Angeles, Calif., and Pasadena Presbyterian Church, Pasadena, Calif., for fm facilities in those cities. Action Nov. 17.

By Hearing Examiner H. Gifford Irion on November 17

Denied petition by Logansport Bcstg. Corp., Aurora-Batavia, Ill., to amend its am application to effect further changes in its financial proposal.

By Hearing Examiner Isadore A. Honig on dates shown

On own motion, scheduled prehearing conference for Dec. 19 on am applications of Old Belt Broadcasting Corp. (WJWS), South Hill, Va., and John Laurino, Scotland Neck, N.C. Action Nov. 17.

On own motion, scheduled prehearing conference for Dec. 10 on am application of Radio KYNO, The Voice of Fresno (KYNO), Fresno, Calif. Action Nov. 18.

By Hearing Examiner Thomas H. Donahue on dates shown

On own motion, continued hearing from Nov. 21 to date to be determined at prehearing conference which is scheduled for Nov. 21 on am applications of Donner Bcstg. Co., Truckee, Calif., et al. Action Nov. 14.

Granted petition by The KBR Stations Inc., Keene, N.H., for leave to amend its am application to specify 1220 kc as its proposed frequency instead of 1010 kc which it is currently requesting. Action Nov. 18.

BY FCC

Commission on Nov. 18 granted request of Daytime Broadcasters Association Inc., for extension of time from Nov. 18 to Nov. 24 to file replies to oppositions to its petition for reconsideration of Commission's Sept. 19 report and order denying its proposal for extended daytime am service.

By Commissioner Frederick W. Ford on dates shown

Granted petition by Eastern States Bcstg. Co., Hamden, Conn., for extension of time to Dec. 2 to seek review of adverse rulings of hearing examiner in proceeding on its am application, et al. Action Nov. 20.

Granted petition by Broadcast Bureau for extension of time to Dec. 3 to file exceptions to initial decision in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Co., for fm facilities in New York, N.Y. Action Nov. 19.

By Hearing Examiner J. D. Bond on November 19

Continued further hearing to Nov. 26 on am applications of Capitol Bcstg. Co., East Lansing, Mich., and W. A. Pomeroy, Tawas City-East Tawas, Mich.

BROADCAST ACTIONS

By Comrs. Doerfer (Chairman), Hyde, Lee, Craven, Ford and Cross

Granted renewal of licenses of WMBV-TV Marinette, Wis., without prejudice to such action as Commission may deem warranted, if any, as result of final determination reached in proceedings in re application of William Walker, et al. (transferors) and Evening Telegram Company, Norman M. Postles and Walter C. Bridges (transferees) for Commission consent to voluntary transfer of control of M & M Broadcasting Company licensee of stations WMAM and WMBV-TV Marinette, Wis.

By Broadcast Bureau

Actions of November 21

WBAC Cleveland, Tenn.—Granted involuntary transfer of negative control from **Thad F. Fitch,** deceased, to **Susan M. Fitch,** executrix of estate of Thad F. Fitch, deceased.

WFBM-TV Indianapolis, Ind.—Granted cp to change ERP to vis. 24.4 kw, aur. 15.98 kw; change trans. location (same as main trans. site) and delete the aux. ant. (aux. trans.).

Actions of November 20

KNBX Kirkland, Wash.—Granted assignment of license to **W.A. Chamness,** et al., d/b under same name.

WTRB Ripley, Tenn.—Granted assignment of license to **Shelby McCallum,** et al., d/b under same name.

KWOS Jefferson City, Mo.—Granted transfer of control from **L.R. Goshorn** and **R.L. Rose,** executors of estate of **R.C. Goshorn,** deceased, to **L.R. Goshorn** and **R.L. Rose,** trustees of estate of R.C. Goshorn.

KCLN Clinton, Iowa—Granted transfer of control from **Rock River Bcstg. Co.** to **William E. Walker,** et al.

WMBR-AM-FM Jacksonville, Fla.—Granted involuntary transfer of control from **Joseph Katz** to **Leslie Katz** and **Benjamin Strouse,** executors of estate of Joseph Katz, deceased.

WWDC-AM-FM Washington, D.C.—Granted involuntary transfer of control from **Joseph Katz** to **Leslie Katz** and **Benjamin Strouse,** executors of estate of Joseph Katz, deceased.

WJR Detroit, Mich.—Granted license covering installation of new main trans.; remote control permitted and license to use old main trans. as aux. trans.; remote control permitted.

KLOK San Jose, Calif.—Granted license covering increase daytime power, change from DA-N to DA-2 and install new trans.

Following stations were granted extensions of completion dates as shown: KOXR Oxnard, Calif., to 2-19-59; WHGR Houghton Lake, Mich., to 3-9-59; WPNC Plymouth, N.C., to 2-15-59; KPOA Honolulu, Hawaii, to 5-5-59; WDJR (FM) Oil City, Pa., to 5-5-59; WINZ-FM Miami, Fla., to 6-1-59; WGTE-TV Toledo, Ohio, to 1-27-59.

KIXL Dallas, Tex.—Remote control permitted (alt. main trans.).

KQIK Lakeview, Ore.—Granted extension of authority to sign-off at 7 p.m. for period beginning Nov. 30 and ending 1-31-59.

WRON Ronceverte, W.Va.—Granted authority to sign-off at 7 p.m. for period ending 5-19-59.

Actions of November 19

KTUE Tulia, Tex.—Granted assignment of license to KTUE Radio Inc.

WOWE Allegan, Mich.—Granted assignment of cp to Allegan County Bcstrs. Inc.

KLOR-TV Provo, Utah—Granted relinquishment of positive control from **Samuel B. Nissley,** individually to **Samuel B. Nissley** and **Jeanette C. Nissley,** joint tenants.

KQED (TV)* San Francisco, Calif.—Granted cp to change ERP to vis. 155 kw, aur. to 77.6 kw, add power amplifiers to trans., change type of ant. and other equipment; ant. 1210 ft.

WJZM Clarksville, Tenn.—Granted cp to install new trans.

WRNL Richmond, Va.—Granted mod. of cp to change type trans.; conditions.

WBLU Salem, Va.—Granted mod. of cp to change type trans.

WTAD Quincy, Ill.—Granted mod. of license to move main studio to Ellington Township, Ill. (trans. location of WTAD-FM and KHQA-TV); waived Sec. 3.30 (a) of rules.

WSTE (TV) Fajardo, P.R.—Granted mod. of cp to change ERP to vis. 2.82 kw, aur. 1.42 kw, install new trans. and make other equipment changes.

WARD-TV Johnstown, Pa.—Granted extension of completion date to 5-13-59.

WKAZ-FM Charleston, W.Va.—Remote control permitted.

KYOS Merced, Calif.—Remote control permitted while using non-directional ant.

Actions of November 18

WFRB Frostburg, Md.—Granted mod. of cp to change studio location; remote control permitted; waived Sec. 3.30 (a) of rules.

WKCR-FM New York, N.Y.—Granted mod. of cp to make changes in ant. system; ERP 1.45 kw, ant. 445 ft.; remote control permitted.

WLES Lawrenceville, Va.—Granted extension of completion date to 4-1-50.

Actions of November 17

WMFJ Daytona Beach, Fla.—Granted acquisition of negative control by **Jack Siegel** through purchase of stock from **Dale S. Phares.**

KALI San Gabriel, Calif.—Granted assignment of cp to **Tele-Broadcasters of California Inc.**

WIVI Christiansted, V.I.—Granted transfer of control from **Hazel M. Higdon** to **Hazel M. Higdon, F.K.** and **Nona S. Foster** and **Raymond E. Higdon.**

WSAY Rochester, N.Y.—Granted cp to install old main trans. as aux. trans. (same location as main trans.), and change studio location.

WHCN (FM) Hartford, Conn.—Granted mod. of cp to install new type trans. and new type ant.; ERP 7.0 kw; condition.

Following stations were granted extensions of completion dates as shown: WHCN (FM) Hartford, Conn., to 12-31, and WLST Escanaba, Mich., to 12-31.

Action of November 12

KCFM St. Louis, Mo.—Remote control permitted.

Action of October 31

WACT Tuscaloosa, Ala.—Granted license for am station.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Nov. 25

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	43	101	585
FM	543	27	108	70
TV	432[1]	79	108	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Nov. 25

	VHF	UHF	TOTAL
COMMERCIAL	430	81	511[2]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,270	543	432[1]
CPs ON AIR (new stations)	37	19	76[2]
CPs NOT ON AIR (new stations)	98	111	109
TOTAL AUTHORIZED STATIONS	3,405	673	664
APPLICATIONS FOR NEW STATIONS (not in hearing)	452	33	49
APPLICATIONS FOR NEW STATIONS (in hearing)	114	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	566	62	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	414	26	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	460	26	57
LICENSES DELETED	0	0	2
CPs DELETED	0	0	1

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

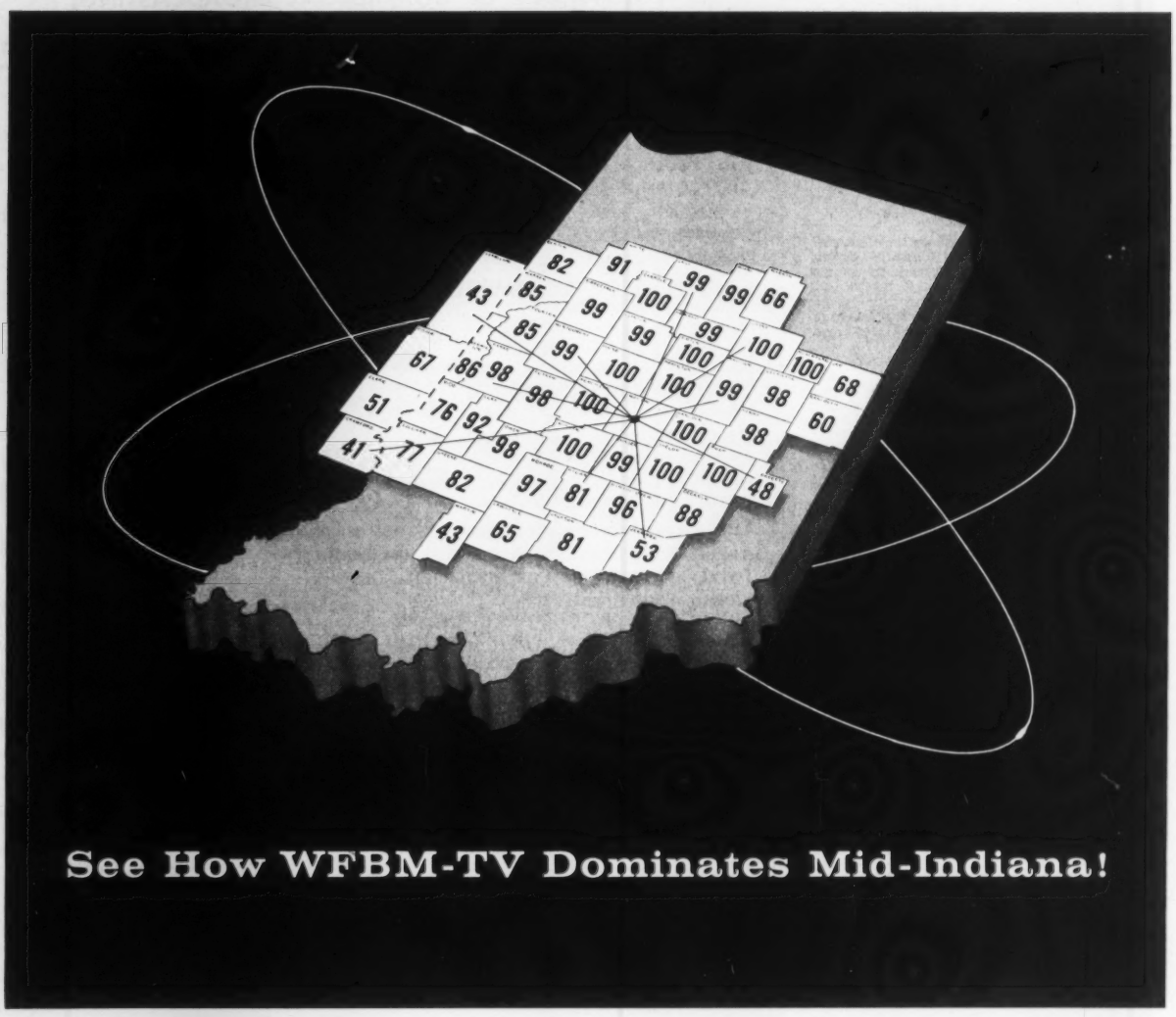
License Renewals

Following stations were granted renewal of license without prejudice to such action as Commission may deem warranted, if any, as result of final determination reached in proceedings in re application of William Walker, et al. (transferors) and Evening Telegram Company, Norman M. Postles and Walter C. Bridges (transferees) for Commission consent to voluntary transfer of control of M & M Broadcasting Company, licensee of stations WMAM and WMBV-TV, Marinette, Wis.; WEAU-AM-FM-TV Eau Claire, Wis.; WISC-AM-FM-TV Madison, Wis.; WHSM Hayward, Wis.; WJMC, WJMC-FM Rice Lake, Wis.

Commission granted renewal of licenses of Monona Bcstg. Co. stations WKOW-AM-TV Madison; Valley Telecasting Co. station KFRV-TV Green Bay, and Neenah-Menasha Bcstg. Co. station WNAM Neenah, all Wisconsin, with letters stating that presentation by WKOW-TV and WFRV-TV, early in year, of "Kohler hearing" kinescopes supplied by National Association of Manufacturers, without proper identification of their source, violated Sec. 317 of Communications Act and Sec. 3.654 of Commission's rules and are being associated with Commission's files of those stations' operations for such further consideration as their future operations may warrant. Announced Nov. 25.

Following stations were granted renewal of license without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in report of network study staff and (2) with respect to related studies and inquiries now being considered or conducted by the Commission: WENR-FM WBKB (TV), WLS Chicago, Ill. Announced Nov. 25.

Following stations were granted renewal of license: WICA Ashtabula, Ohio; WFBE Flint, Mich.; WCLW Mansfield, Ohio; WAPL Appleton, Wis.; WAUX Waukesha, Wis.; WCBD Chicago, Ill.; WCLO Janesville, Wis.; WCWC Ripon, Wis.; WDAN Danville, Ill.; WDQN Du Quoin, Ill.; WDUX Waupaca, Wis.; WDWS Champaign, Ill.; WECL Eau Claire, Wis.; WHOW Clinton, Ill.; WIGM Medford, Wis.; WKAN Kankakee, Ill.; WNMP Evanston, Ill.; WOKZ Alton, Ill.; WOPA Oak Park, Ill.; WPRE Prairie Du Chien, Wis.; WRRR Rockford, Ill.; WTCH Shawano, Wis.; WCLO-FM Janesville, Wis.; WEBH (FM) Chicago, Ill.; WOPA-FM Oak Park, Ill.; WBEZ (FM*) Chicago, Ill.; WEPS (FM*) Elgin, Ill.; WDAN-TV Danville, Ill.; WDSM-TV Superior, Wis.; WHBF-FM-TV Rock Island, Ill.; WTVP (TV) Decatur, Ill.; WBBA Pittsfield, Ill.; WBYS Canton, Ill.; WJPG Green Bay, Wis.; WEFM (FM) Chicago, Ill.; WPRC Lincoln, Ill.; KFIZ Fond du Lac, Wis.; WBEV Beaver Dam, Wis.; WCIL Carbondale, Ill.; WDLB Marshfield, Wis.; WDUZ Green Bay, Wis.; WEMP & alt. main, Milwaukee, Wis.; WFRX West Frankford, Ill.; WGGH & aux., Marion, Ill.; WHA Madison, Wis.; WHCO Sparta, Ill.; WHFC Cicero, Ill.; WKAI Macomb, Ill.; WKTY La Crosse, Wis.; WLBH Mattoon, Ill.; WLBL Auburndale, Wis.; WLDS Jacksonville, Ill.; WMRO Aurora, Ill.; WPEO Peoria, Ill.; WQUA Moline, Ill.; WQUB Galesburg, Ill.; WRAJ Anna, Ill.; WRIG Wausau, Wis.; WRIT Milwaukee, Wis.; WRMN Elgin, Ill.; WSAU Wausau, Wis.; WSBC Chicago, Ill.; WSDR Sterling, Ill.; WSHE Sheboygan, Wis.; WSMI Litchfield, Ill.; WSWW Platteville, Wis.; WVMC Mount Carmel, Ill.; WEHS (FM) Chicago, Ill.; WKFM (FM) and SCA Chicago, Ill.; WLBH-FM Mattoon, Ill.; WLDS-FM Jacksonville, Ill.; WLIN (FM) Merrill, Wis.; WMFM (FM) Madison, Wis.; WRAJ-FM Anna, Ill., WHA-FM (ED) and alt. main, Madison, Wis.; WHAD (FM-ED) Delafield, Wis.; WHHI (FM, ED) Highland, Wis.; WHKW (FM-ED) Chilton, Wis.; WHLA (FM-ED) Holmen, Wis.; WHRM (FM-ED) Wausau, Wis.; WHSA (FM-ED) Highland Township, Wis.; WHWC (FM-ED) Colfax, Wis.; WGEM (TV) Quincy, Ill., WGN-TV Chicago, Ill.; WSAU-TV Wausau, Wis.; WHA-TV (ED) Madison, Wis.; WMVS-TV (ED) Milwaukee, Wis.



See How WFBM-TV Dominates Mid-Indiana!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration — *map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.*

where else . . .

— will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

— does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?

— do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

— can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here — where WFBM-TV is *first* in Mid-Indiana — can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another longer, *better look! We are proud of our current ARB . . .* and of course we have 100% in Marion County, too!

The Nation's 13th Television Market

. . . with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself — Major retail area for 18 richer-than-average counties. 1,000,000 population — 350,600 families *with* 90% *television ownership!*

11 Satellites — Each a recognized marketing area — and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the KATZ Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

from **ERNEST P. ZOBIAN,** *vice president, products division, Vick Chemical Co., New York*

Where are the 60-minute Zanucks of tv?

There is a substantial school of thought that business, in controlling the purse strings of communication, does a mediocre job of utilizing the arts. There is a constant rumbling of criticism of advertising, particularly of broadcast advertising. Many critics say that business downgrades and degenerates the literary, dramatic and musical arts.

Without going to the defense of advertising and all the good it has done for our way of life, advertising is young in this world and the arts are as old as mankind. The significant factor today is that advertising and broadcasting are important art forms and, as such, are dominated by commercial mentalities. But much can be learned from the world of art in improving the role of art in business. There has always been a good deal of business in art—books must sell; the show must pull.

In the business of selling art as entertainment, the investor would not think of doing some of the things which are common practice in the business which uses the arts to sell commodities. Here are some of the basic differences:

(1) *Basic themes.* In the world of the arts basic themes are fully developed by creative talent and approved by the entrepreneur. The entrepreneur does not have "tight" control of creative effort. Themes vary in style, in subject matter, in time format. In the business world themes tend to be more limited in style —we have the soap opera, the horse opera, the quiz show repeated in boring cycles.

(2) *Use of talent.* In the arts if you have a writer, a playwright, a director, conductor, or composer, actors and musicians, each of these artists is acknowledged to have a creative artistic interpretation of his particular role. In action he is given the opportunity to express himself and to add to the performance.

Now some buyers of television do operate this way and we are making progress, but the majority of sponsors render lip-service to these principles of show business.

(3) *Development of talent.* In the arts, development of talent is the major preoccupation, talent is constantly searched for and evaluated. The area for development is cultivated—the literary sand lots, the summer theatre bush leagues and the musical minors are watched as carefully as in baseball.

In manufacturing organizations that control the budgets which support television, the great preoccupation is with the development of executives in the administrative and fiscal aspects of business. We need more George Washington Hills, more Revsons, more E.H. Littles, more McElroys and Mortimers in the lower ranks. Are we producing them? Where are the 60-minute Zanucks, the 60-second John Hustons of television? Are not the networks, the agency tv departments following the lead of business in emphasis on administrative and fiscal problems?

This results in television programming and advertising that is follow-the-leader to mediocre conformism, to anonymity of communication values, the dulling sameness of the newest variety show, still old as vaudeville without vaudeville's bright personality acts, the almost unanimous psycho-negative style of television dramas. There are exceptions, of course, and a few bright spots, but the over-all pattern of tv entertainment and salesmanship is dull in presentation, unimaginative in concept and stereotyped in style.

Nowhere, in business or in the art world, has so much money been committed on unproven properties as in television. The mortality of shows is appalling. The turnover of writers, producers and directors is rapid, without the time or atmosphere for normal development of new reputations.

If in the future we are to have improvement in television programming and commercial messages we need a combination of developments:

(1) More attention by business to development of its creative responsibility in communications. The protectors of profits are seldom good pioneers. They ride the going franchise and the horsepower of a rising economy. The ability for creative development of products and advertising should lead, not follow, the administrative function. It is probably significant that some companies that are highly successful, organizations like General Foods and Procter & Gamble, are advertising oriented. The chief executives are advertising men and the client-agency relationship is close.

(2) We need more emphasis in advertising agencies on the creative function. The trend to marketing and research emphasis in advertising agencies parallels a trend in business. With the tremendous growth of markets we have had a tremendous housekeeping job to do. The intelligent administrator runs rampant. Never before have there been so many non-creative people in the advertising agency business. It is true of course that we cannot do a fully effective creative job unless we know people's wants and markets. But the housekeeping side of marketing is a manufacturer's job. The agency's major responsibility is to mold the creative services of communications around the marketing function.

(3) As a third development we need a road-show system for proving and improving shows before they have hit the Broadway of millions of dollars of network time. Doesn't the live-tape technique make this economically feasible?

Why shouldn't we test shows in smaller sections of the country instead of the country as a whole? This would enable networks, advertising agencies, and manufacturers to broaden the area for experimentation and development in television. More artists, more shows, more techniques could go to bat more often at lower cost. It would also enable us to experiment and to improve commercial techniques. It would enable us to set up a system of search, evaluation, and reward for talent. Without such a system, or with a system as rigid as we now have, we cannot reach for optimum development of television as an art form and as a commercial medium.

Ernest P. Zobian, born in New York. Served with Zonite Products Corp. from 1935 to 1943, in charge of clinical development, as division manager and advertising manager. His next move was to Pedlar & Ryan agency in the post of vice president in 1944, followed by a change to Dancer-Fitzgerald-Sample in 1947 in a similar position. Became president of Ludex Chemicals Inc. in 1948-50, then vice president of Warner-Lambert 1950-57. Last year he moved to Vick Chemical Co., where he is now vice president, Products Div.

The Essential Ingredient

AS in financial reports, bank statements and menus, the right-hand column in BROADCASTING's seventh annual survey of agency broadcast billings, published a week ago, tells an important story.

This is the column which reports the amount of change, up or down, which each agency registered in broadcast billings during the current year. The string of plusses is broken only here and there. Actually, 37 of the top 50 agencies put more money into radio-tv this year than last; eight put less, one reported no change and four were not clear because they were not among the top 50 in 1957. In dollars, the total increase came to $100 million, raising the top 50's total to $1.3 billion for 1958.

These figures leave no question about either the continuing growth of television or its still-growing importance in agencies. The latter point is dramatized particularly at the agency which leads the list this year, J. Walter Thompson Co. Six years ago JWT spent $27 million in radio-tv; this year it's spending almost that much ($24.5 million) in radio-tv spot alone and its total broadcast billings have reached $113.5 million (and promise to keep rising). Its total volume is rising faster than the general rise of all advertising —and, according to President Norman H. Strouse, its tv billing is going up even faster than its total volume.

One moral appears clear from the top 50 study. While an agency may not become big simply by using television, it has little chance today of achieving and maintaining bigness without television. With television's selling power, an agency that knows how to use tv smartly can hardly fail to attract clients and tv billings.

Much Better Than Nothing

THE FCC finally accepted one contemporary fact of broadcast life: that its traditional system of obtaining information on station programming and commercials is archaic.

Last week the Commission issued proposed new forms which would cover applications for new stations, renewals and transfers. The proposed forms are in line with recommendations made by an advisory group of broadcasters with the mouthfilling name, Committee on Radio & Television Broadcasting of the Advisory Council on Federal Reports. Key members of that committee say they can live more comfortably with the proposed changes.

In essence the revised forms propose two distinct changes: Program classifications are more realistic, and the system of counting spot announcements is more precise in the light of the actualities of station operation.

Not the least advantageous to broadcasters is the acknowledgement that promotional spots are not classifiable; in the present forms they must be counted as commercial if they promote a commercial program, non-commercial if they advertise a non-commercial program. Another notable improvement is the acceptance of the fact that a narrative report of a station's activities can be submitted to supplement the digital report if a station operator feels that mere numbers do not give a clear picture of his operation.

So far so good. It would have been even better news for broadcasters if the whole Commission had accepted the views of Comr. Craven. In a dissent to the proposed revision of the forms, Mr. Craven said the FCC should eliminate all references to programs and spot announcements. To do otherwise, he said, constitutes censorship which is forbidden by the Communications Act.

We believe that Mr. Craven is right (and a reading of his dissent is well worth the time of all broadcasters), and we hope that some day his colleagues may be brought to share his opinion. It was unfortunate that they chose not to agree with him now.

The News Fraternity

NOT many years ago Sigma Delta Chi, the national professional journalistic fraternity, was strictly for, by and of the printed page. So were the "press" galleries of Congress, the "press" rooms of government departments and the courts and the "press" departments of industry.

A fortnight ago Sigma Delta Chi elected a broadcaster as its national president, to serve during its golden anniversary year.

Drawn for BROADCASTING by Sid Hix

"Why isn't he smoking a Viceroy?"

James A. Byron, news director of WBAP-AM-TV Fort Worth, is a distinguished newsman who has moved from the presidency of his local chapter to the national presidency of SDX with its membership in excess of 20,000.

Sigma Delta Chi has fought on every front in defense of the public's right to know. Through its undergraduate chapters it has encouraged young people of talent and energy to make writing their careers. It has developed great prestige as a society of thoughtful individuals in journalism.

The election of Mr. Byron in San Diego came naturally. That is because SDX was among the first to break down the barriers among the various segments of journalism. Its membership is made up of men of good will in all media, not those who deal in movable type alone.

At the San Diego convention, Sig Mickelson, vice president of CBS Inc. in charge of news and special events, called upon SDX to spearhead a combined effort to "strengthen and vitalize all media of journalism" in this perilous atomic age on the ground that there is no place for petty, competitive bickering when the need is so great to keep the public fully informed.

The Mickelson mandate is one that will be picked up avidly by Sigma Delta Chi. Competition among news media, engendered largely by the evolution of electronic journalism, has benefitted public and media alike. There are better newspapers and magazines and better over-all reporting and analysis. This competition should and will continue.

But in the larger task of keeping the news lines open to enable the public to know swiftly and accurately, all media must work together. Sigma Delta Chi is the umbrella under which this can be done.

Giveaways Go Thataway

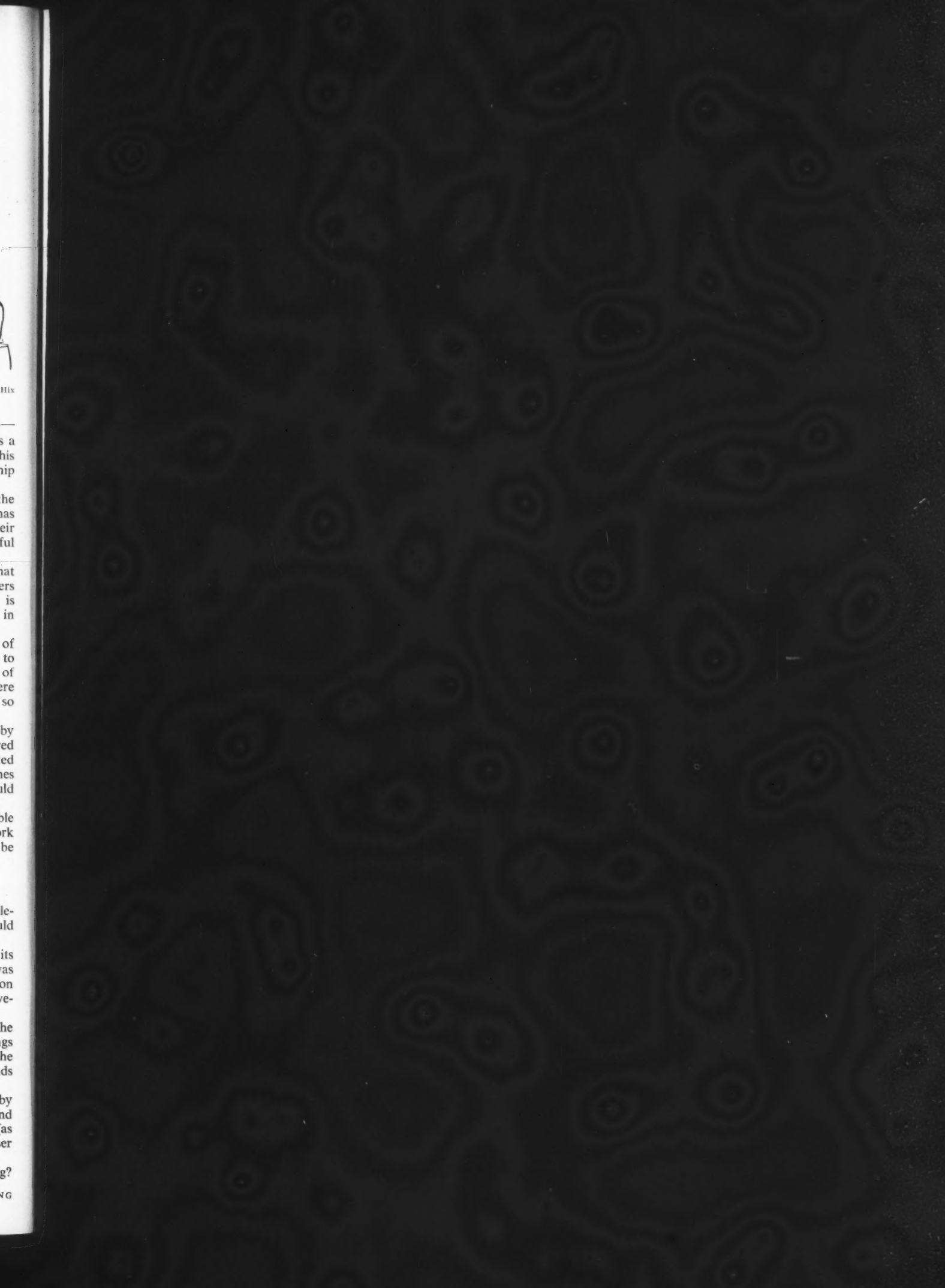
CLAIRVOYANCE wasn't needed to predict the fate of the television quiz giveaway. Simple elementary research would have provided the answer.

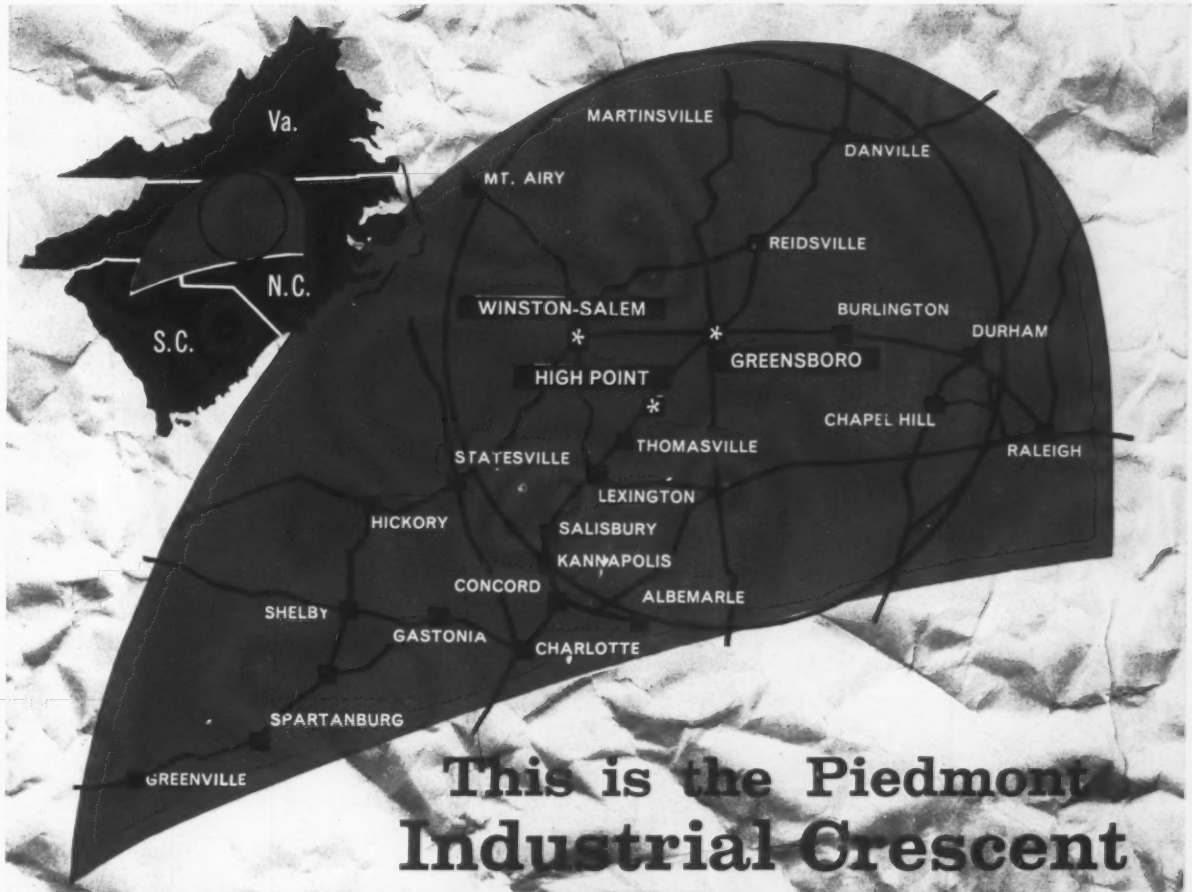
Just 11 years ago when the radio giveaway mania was at its ridiculous peak, more than a million dollars worth of prizes was distributed. There were some 50 giveaways regularly scheduled on the radio networks. The audience became fed up, and the giveaways all but disappeared.

Practically the same thing is happening on network television. The programs were attractive because of the expectancy of high ratings with low programming cost. When the ratings began to droop, the sponsors became disenchanted. And another programming era ends for tv, just as it had ended for radio 11 years earlier.

Thus, the equation is clear: Public acceptance (as reflected by ratings) plus low program costs equal advertiser satisfaction (and program imitators by the dozens). Conversely, public rejection (as reflected by ratings) irrespective of program costs equals advertiser dissatisfaction.

Can there be a clearer answer as to who controls programming?





This is the Piedmont Industrial Crescent

Vast New Urban Complex

(defined by the Ford Foundation)

dominated by wfmy-tv

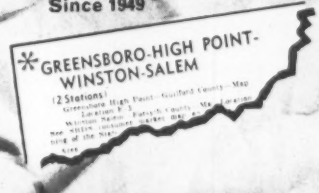
Just what is this area . . . this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing. Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

North Carolina's INTERURBIA*

Basic CBS Television Network

Since 1949

At the very axis of the CRESCENT lies INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold by WFMY-TV.



wfmy-tv 2

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